



JACK TRACY  
ROOM 320

# TRADE NEWS

2 COPIES X-H

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September 1, 1959

*Reel*

SINCLAIR REFINING CO. TO SPONSOR "SHUBERT ALLEY," FULL-HOUR  
FRIDAY NIGHT SPECIAL HIGHLIGHTING BROADWAY'S BEST  
MUSICAL COMEDIES ON NBC-TV NETWORK

The Sinclair Refining Company will sponsor a full-hour special titled "Shubert Alley" on the NBC-TV Network Friday, Nov. 13 (10-11 p.m. EST), highlighting outstanding features of some of Broadway's greatest musical comedies, both past and present.

In announcing the program, Richard L. Linkroum, Director of NBC-TV Network Special Program Sales, said that negotiations are being completed for an all-star cast that will include Andy Williams, Doretta Morrow and Alfred Drake.

Williams, as host and singer, will take the TV audience on a tour around New York's famed Shubert Alley in the heart of the Broadway theatre district. With Drake and Miss Morrow, Williams will review many of the great musical productions that have played in the area. Other guest stars will be announced later.

The Sinclair purchase was made through its advertising agency, Geyer, Morey, Madden & Ballard.

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## TRADE NEWS

September 1, 1959

GILLETTE TO SPONSOR BLUE-GRAY AND ROSE BOWL  
GRID CLASSICS ON NBC-TV AND RADIO NETWORKS

Coverage of two annual football classics -- the Blue-Gray Game and the Rose Bowl Game -- will be sponsored again on the NBC-TV and Radio Networks by the Gillette Safety Razor Company, it was announced today.

The Blue-Gray Game, played in Cramton Bowl at Montgomery, Ala., Saturday, Dec. 26, will feature the top football players from colleges North and South of the Mason-Dixon Line.

The Rose Bowl Game on New Year's Day at Pasadena, Calif., will match the champions of the Big Ten and the Pacific Coast region.

The Gillette purchase, through its advertising agency, Maxon Inc., marks the sixth consecutive year Gillette has sponsored the Blue-Gray Game on NBC-TV and the fourth on NBC Radio. It will be the ninth consecutive year of sponsorship by the advertiser of dual coverage of the Rose Bowl Game on NBC.

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# NBC RADIO NETWORK NEWS

September 1, 1959

## \$600,000 MORE IN SALES REPORTED BY NBC RADIO NETWORK

An additional \$600,000 in net sales has been reported by the NBC Radio Network since last week's announcement of orders totaling \$2,000,000 net for the one-month period ending Aug. 19, William K. McDaniel, Vice President in charge of NBC Radio Network Sales, said today.

Renault, Inc., making its entry into network radio, ordered one-quarter sponsorship of "News on the Hour" for 13 weeks starting Sept. 28. The contract was placed through the Kudner Agency, Inc.

Other sponsors and their agencies are:

Marion-Kay Products Co., through the Biddle Co. -- a schedule of announcements on "Alex Dreier -- Man on the Go."

Florists Telegraph Delivery Association, through Keyes, Madden & Jones -- participations in "News on the Hour," "Alex Dreier -- Man on the Go" and "Monitor."

Beltone Hearing Aid Co. ordered a four-week schedule on "News of the World" through Olian & Bronner, Inc.

Church & Dwight, through J. Walter Thompson Co., ordered one-quarter sponsorship of "News on the Hour" for six weeks starting October 12.

Sunsweet Growers, Inc., ordered an eight-week schedule of announcements starting Jan. 4, 1960. The contract was placed through Long Advertising, Inc.





## FEATURE

### THE BREATH OF LIFE

A demonstration of "mouth-to-mouth respiration" on a recent "Today" program was "instrumental" in saving the life of a Mentor, Ohio, woman who was struck by lightning, according to a letter to NBC from one of her neighbors.

Mrs. James J. Murphy wrote to the "Today" staff that her neighbor, Mrs. Gordon Wetzel, was hit by a lightning bolt while playing golf on July 29. Mrs. Wetzel's brother, Orin Myers, of Willoughby, Ohio, applied mouth-to-mouth respiration which he had seen demonstrated on "Today" a few days earlier, Mrs. Murphy said.

"Doctors said the quick start of mouth-to-mouth artificial respiration...and the fact that the golf club grounded the lightning saved Mrs. Wetzel's life," Mrs. Murphy wrote. "Your morning show deserves a large round of applause. Such cases as this are very rewarding."

The respiration method was demonstrated on the NBC-TV Network's "Today" July 24 by Richard Brown, national water safety director of the American Red Cross.

("Today" is telecast Monday through Friday, 7-9 a.m. EDT.)

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NBC-New York, 9/1/59





# NBC RADIO NETWORK NEWS

September 1, 1959

## TWO STATIONS JOIN NBC RADIO NETWORK

Radio stations WQDY of Calais, Maine, and WMOA of Marietta, Ohio, will become affiliates of the NBC Radio Network today (Sept. 1), it was announced by Harry Bannister, Vice President in charge of Station Relations.

WQDY, a new station in an area not served previously by NBC, operates with 250 watts power on 1230 kilocycles. It is owned and operated by the St. Croix Broadcasting Company. The vice president and general manager is John H. Vondell Jr.

Station WMOA operates with 250 watts power on 1490 kilocycles. The general manager of the station, which is owned and operated by the Marietta Broadcasting Company, is R. Sanford Guyer.

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NBC TELEVISION NETWORK



NEWS

September 1, 1959

RON RANDELL AND HOWARD ST. JOHN TO JOIN STARS FOR  
'DIVIDED WE STAND' ON 'OUR AMERICAN HERITAGE'

Ron Randell as Edmond "Citizen" Genet, and Howard St. John as George Washington, will join the roster of stars in "Divided We Stand" on "Our American Heritage" Sunday, Oct. 18 (NBC-TV Network, 8-9 p.m. EDT), it was announced today by Mildred Freed Alberg, producer of the series.

Ralph Bellamy stars as Thomas Jefferson and Arthur Kennedy is co-starred as Alexander Hamilton in the production, which will be the first of six dramatic special presentations sponsored by the Equitable Life Assurance Society of the United States.

The cast of "Divided We Stand," treating a little-known but significant incident in Jefferson's career, also will feature House Jameson as Edmund Randolph and Sarah Marshall as Angelica Church. "Divided We Stand," now in rehearsal, will be taped in part at Monticello, the Jefferson home in Virginia.

Randell, an Australian-born veteran of stage, screen and television, is currently starring opposite France Nuyen and William Shatner in "The World of Suzie Wong" on Broadway. His stage credits include "Candide" and "The Browning Version," and he has starred in motion pictures including "I Am the Camera," "The Story of Esther Costello," "The Mississippi Gambler," "The Mating of Millie" and "Bulldog Drummond."

(more)





His television credits include "O. S. S." and "The Vice," both syndicated films, and, in England, he was emcee of "What's My Line" and "On the Town" on BBC.

St. John starred for several seasons on Broadway as General Bullmoose in "Li'l Abner," a role he recently re-created for the motion picture version of the musical comedy. His stage credits also include "Teahouse of the August Moon," "Someone Waiting," "The Fatal Weakness," "The Late George Apley," "Jane," "A Month in the Country" and "His and Hers." He has appeared in more than 25 motion pictures, including "The Men," "Goodbye My Fancy," "The Tender Trap" and "Born Yesterday."

The cast of "Divided We Stand" also includes Elizabeth Hubbard as Martha Jefferson, Jonathan Morris as Henry Knox, Lori March as Elizabeth Hamilton, Richard Ward as Jupiter, Charles White as Nelson, Mary James as Agatha, Heywood Hale Broun as Swann, David Faulkner as Phillip, Herk Rossilli as the messenger, Guy Arbury as William, and Peter Gumeny as "the bravest."

"Our American Heritage" is being prepared in collaboration with the editors of American Heritage magazine. The series will be produced by Milberg Enterprises, Inc. The agency for the Equitable Life Assurance Society of the United States is Foote, Cone and Belding.

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NBC-New York, 9/1/59



COLORCAST

September 1, 1959

GEOFFREY HORNE TO CO-STAR IN 'THE CRADLE SONG' COLORCAST,  
KATHY WILLARD TO PLAY ROMANTIC LEAD

Geoffrey Horne, young screen and television actor, has been signed to a co-starring role in the "Hallmark Hall of Fame" production of "The Cradle Song," which will be placed on color video tape this month for presentation on Sunday, April 10, 1960 (6:30-8 p.m. EST) on the NBC-TV Network.

Producer director George Schaefer also announced that he has set Kathy Willard, 19-year-old actress, for the romantic lead opposite Horne. Horne and Miss Willard join a distinguished cast headed by Helen Hayes, Judith Anderson, Siobhan McKenna and Charles Bickford. Horne appears in the current movie, "Tempest."

This will be a live repeat presentation of "The Cradle Song." The drama won critical acclaim when it was first seen on the "Hallmark" series in May of 1956.

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'SUNDAY SHOWCASE'

DESI ARNAZ TO DIRECT SECOND 'MILTON BERLE SPECIAL'

Milton Berle has signed Desi Arnaz to direct the season's second "Milton Berle Special" colorcast to be presented on the NBC-TV Network as a "Sunday Showcase" feature Sunday, Nov. 1 (8-9 p.m. EST).

As announced previously Arnaz and his wife, Lucille Ball, also will be guest stars on the full-hour colorcast.

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NBC-New York, 9/1/59



\*-----\*  
NBC-TV NETWORK PROGRAM  
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'TODAY' STAFF IS REALIGNED AS SHOW PLANS EXPANSION  
OF PROGRAMMING FOR 1959-60 SEASON

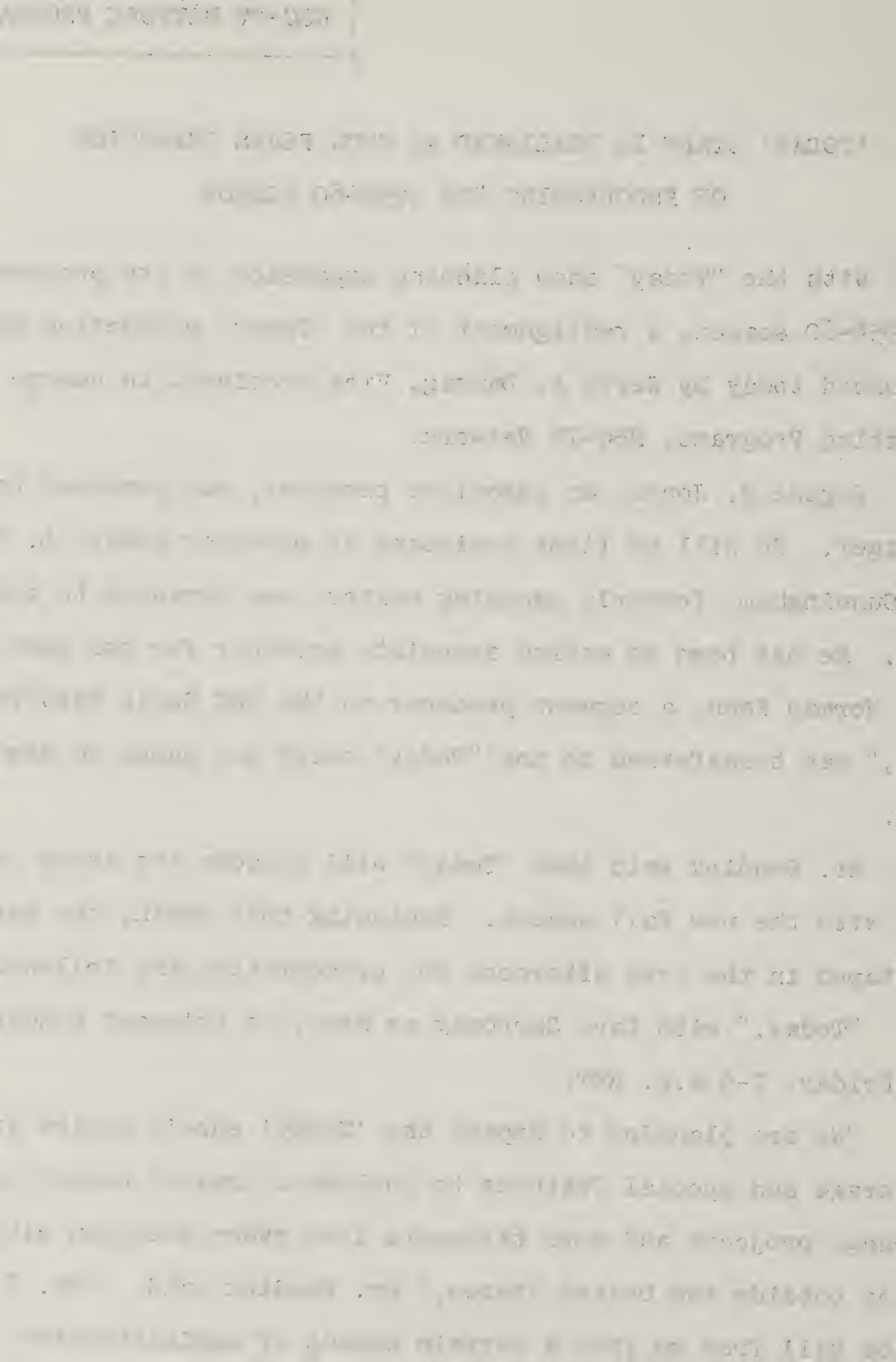
With the "Today" show planning expansion of its programming in the 1959-60 season, a realignment of the "Today" production staff was announced today by Jerry A. Danzig, Vice President in charge of Participating Programs, NBC-TV Network.

Eugene S. Jones, an associate producer, was promoted to program manager. He will be first assistant to producer Robert L. Bendick. Paul J. Cunningham, formerly managing editor, was advanced to associate producer. He has been an acting associate producer for the past two months. Norman Kahn, a segment producer on the NBC Radio Network's "Monitor," was transferred to the "Today" staff and named an associate producer.

Mr. Bendick said that "Today" will broaden its areas of programming with the new Fall season. Beginning this month, the show will be taped in the late afternoon for presentation the following morning. "Today," with Dave Garroway as host, is telecast Monday through Friday, 7-9 a.m. EDT.

"We are planning to expand the 'Today' show's entire area of news coverage and special features to include a greater number of longer-range projects and more telecasts from other American cities and places outside the United States," Mr. Bendick said. "Mr. Jones' new duties will free me from a certain amount of administrative detail, and both of us will have a better opportunity to work on these projects of greater scope."

(more)





2 - 'Today' Changes

Mr. Jones will coordinate program content, supervise production staff personnel and make assignments to "Today" writers. This procedure should provide better balanced programming from week to week, Mr. Bendick said. Under the previous arrangement, the show's two associate producers alternated in planning program material for an entire week, and each had his own team of writers.

As associate producer, Mr. Cunningham will have a more creative role than the post of managing editor permitted him, Mr. Bendick said. The managing editor's job, which dealt largely with news features, is being abolished.

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NBC-New York, 9/1/59





# TRADE NEWS

2 COPIES X-H

September 2, 1959

## SCHICK SAFETY RAZOR COMPANY WILL SPONSOR ONE-FOURTH OF NCAA FOOTBALL TELECASTS ON NBC-TV NETWORK

The Schick Safety Razor Company has purchased one-quarter sponsorship of the 1959 NCAA collegiate football telecasts on NBC-TV, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

This season's telecasts of the 10-date NCAA "Game of the Week" series will mark the eighth time in nine years that the games have been carried on NBC-TV. The season opens with the colorcast Saturday, Sept. 19 of the LSU-Rice game from Baton Rouge, La.

One-quarter sponsorship of the NCAA telecast schedule was purchased previously by Cluett, Peabody & Company for its Arrow shirts.

The Schick Safety Razor Company purchase was made through its advertising agency, Compton Advertising, Inc.

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NBC TELEVISION NETWORK



NEWS

September 2, 1959

SPECIAL NBC NEWS PROGRAM APPRAISING KHRUSHCHEV'S AMERICAN  
VISIT WILL PRECEDE ONE-HOUR TALK BY SOVIET PREMIER  
SUNDAY, SEPT. 27 ON NBC-TV NETWORK

A special NBC News program summarizing and appraising the American visit of Soviet Premier Nikita S. Khrushchev will precede the one-hour talk by the Russian leader to be televised at the conclusion of his tour on the NBC-TV Network Sunday, Sept. 27.

The special program, to be presented at 5-5:30 p.m. EDT the same day, will feature NBC News correspondents assigned to cover the Khrushchev visit to the United States. The premier's one-hour talk will be televised, as previously announced, at 6-7 p.m. EDT.

The half-hour special will include a discussion of the effects of the Khrushchev visit by David Brinkley, Joseph Michaels and other correspondents accompanying the Russian party on its travels in the U. S. The program will be produced by Chet Hagan.







# TRADE NEWS

September 2, 1959

Attention, Sports Editors

## GENERAL MILLS AND COLGATE-PALMOLIVE TO BE ALTERNATE SPONSORS OF 'THE WORLD OF SPORTS,' PRECEDING 7 NBC-TV GRIDCASTS

General Mills Inc. and the Colgate-Palmolive Company will be alternate sponsors of "The World of Sports," a 15-minute show that will precede national collegiate football telecasts on the NBC-TV Network on seven dates this Fall.

The General Mills purchase was for its Wheaties cereal, and Colgate-Palmolive for its Palmolive shaving creams and Wildroot Cream Oil. Agencies are Knox Reeves Advertising Inc. for General Mills, and Ted Bates & Company Inc. for Colgate-Palmolive.

"The World of Sports" will be telecast Oct. 17, Oct. 24, Nov. 7, Nov. 21, Nov. 28 and Dec. 5, all Saturdays, and Thanksgiving Day, Thursday, Nov. 26.

Each show will tell the story of a famous player, game or team through interviews with sports personalities and film clips. The theme for most of the programs will come from the game that follows.

The program will be packaged by Edgar J. Scherick of Sports Programs, Inc. Jim Colligan is the producer.

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# TRADE NEWS

September 2, 1959

Attention, Sports Editors

'KEMPER FOOTBALL SCOREBOARD,' WITH BILL STERN AS HOST,  
TO FOLLOW NBC-TV GRID TELECASTS ON 7 DATES

Veteran sportscaster Bill Stern will be the host of the "Kemper Football Scoreboard" on the NBC-TV Network on seven dates this Fall following the network's nationally televised collegiate football games.

The Kemper Insurance companies will sponsor the 15-minute program for the third consecutive year. John W. Shaw Advertising, Inc., is the agency.

The post-game show will be presented Sept. 26, Oct. 17, Oct. 24, Nov. 7, Nov. 21 and Nov. 28, all Saturdays, and Thanksgiving Day, Thursday, Nov. 26. Scores of 100 college games will be reported on "Football Scoreboard." In addition to Stern in New York, three sportscasters in other sections of the country will be called upon for the latest results in that area. One of these will be Lindsey Nelson, reporting from the NBC-TV "Game of the Week" preceding the Scoreboard show.

Producers of "Kemper Football Scoreboard" will be Gerry Gross and Les Arries.

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NBC TELEVISION NETWORK



NEWS

September 2, 1959

"PERRY COMO'S KRAFT MUSIC HALL" COLORCASTS BEGIN SEPT. 30

- - -

Como to Start Fifth Year of Full-Hour NBC-TV Music-Variety Shows  
With Series in New Wednesday Night Spot; Walter Brennan,  
Peggy King and Everly Brothers Head Guest List

Perry Como will start his fifth year of full-hour music-variety programs in a new day-and-time period when he presents "Perry Como's Kraft Music Hall" colorcast on the NBC-TV Network Wednesday, Sept. 30 (9-10 p.m. EDT).

Guest stars on the season's premiere program will be spotlighted in comedy, songs and dance. They will include Walter Brennan, star of TV's "The Real McCoys"; vocalist Peggy King; the singing Everly Brothers, whose latest recording of "'Til I Kissed You" is on "best-seller" lists; choreographer Jack Cole and his dancers; the recently "discharged" GIs of Sgt. Bilko's platoon -- Maurice Gosfield, Joseph E. Ross, Billy Sands and Herbie Faye; and The Pitch Hikers quartet, recent winners in a contest with 1,400 quartets conducted by the Society for the Preservation and Encouragement of Barbershop Singing in America.

(more)



2 - "Perry Como's Kraft Music Hall"

Como's production staff again will include producer-director Clark Jones, associate producer Henry Howard, music director Mitchell Ayres, choreographer Louis Da Pron, choral director Ray Charles and announcer Frank Gallop. All, except for Jones, who joined the staff last season, have worked with Como since he started his full-hour NBC-TV shows in 1955. Newcomers include Herbert Baker, who will be chief writer, and his associates, Billy Friedberg and Will Glickman.

"Perry Como's Kraft Music Hall" colorcast series will be produced by Roncom Productions, Inc., and sponsored by the Kraft Foods Division of National Dairy Products Corporation. J. Walter Thompson is the advertising agency for Kraft.

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NBC-New York, 9/2/59



September 2, 1959

ALL SIX DRAMATIC SPECIALS OF 'OUR AMERICAN HERITAGE'  
WILL BE COLORCAST ON NBC-TV NETWORK  
- - -  
TV Dates and Subjects Are Announced

The entire slate of six "Our American Heritage" dramatic specials, dealing with little-known but provocative incidents in the careers of great Americans, will be colorcast over the NBC-TV Network, Mildred Freed Alberg, producer of the series, announced today.

Mrs. Alberg also made known telecast dates and subjects of the colorcast series, starting Sunday, Oct. 18 (8-9 p.m. EDT) with "Divided We Stand," a drama of an incident in the career of Thomas Jefferson, starring Ralph Bellamy as Jefferson and co-starring Arthur Kennedy as Alexander Hamilton, with Ron Randell as Citizen Genet and Howard St. John as George Washington.

Subsequent productions will include Eli Whitney, Sunday, Nov. 22; John Charles Fremont, Sunday, Jan. 24; Ulysses S. Grant, Sunday, Feb. 21; Oliver Wendell Holmes, Sunday, March 20, and Andrew Carnegie, Sunday, April 10.

Sponsored by the Equitable Life Assurance Society of the United States through Foote, Cone and Belding, "Our American Heritage" is being produced by Milberg Enterprises, Inc., and is being prepared in collaboration with the editors of American Heritage, the magazine of history. Historians Bruce Catton and Allan Nevins are among the ranking experts contributing their services.

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NBC TELEVISION NETWORK



NEWS

September 2, 1959

RALPH EDWARDS WILL START EIGHTH SEASON OF 'THIS IS YOUR LIFE'  
ON NBC-TV BY HONORING WORLD-FAMOUS PERSON IN NEW YORK

Ralph Edwards' "This Is Your Life" program will open its eighth television season on the NBC-TV Network Wednesday, Sept. 30 (10 p.m..EDT) by taking the show's remote cameras to the Grand Ballroom of New York City's Hotel Astor.

Edwards will cut in on the banquet of the "People to People Sports Committee" to present the life of a world-renowned figure before an audience of more than 1,000 world leaders and celebrities assembled at the hotel. The "People Sports Committee" developed from a White House Conference two years ago. President Eisenhower is its honorary chairman. The committee's aim is to promote international good will through exchange visits of athletic competitors and promotion of matches with teams from all over the world.

Among those expected to attend the banquet are Vice President Nixon, U. N. Delegate Aly Khan and others of international prominence. One of the persons at the banquet will be Edwards' surprised guest.

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CREDITS FOR 'TRUE STORY' ON THE NBC-TV NETWORK

DATE AND TIME: NBC-TV Network, Saturdays at  
12 noon EDT.

ORIGINAL PREMIERE DATE: March 16, 1957

STORY EDITOR: Kathi Norris

PRODUCERS: Wilbur Stark and Jerry Layton

PRODUCER-DIRECTOR: H. Wesley Kenney

ASSISTANT DIRECTOR: Ann Keeley

WRITERS: Various

TECHNICAL DIRECTOR: Jack Coffey

LIGHTING DIRECTOR: Bill Anderson

AUDIO: Mel Henck

VIDEO: Lee Pliskin

UNIT MANAGER: Karl Hoffenberg

STAGE MANAGER: Bob Williams

ART DIRECTOR: Elmer Tag

MUSIC SUPERVISION: Binney

SPONSOR: Sterling Drug Inc.

AGENCY: Dancer-Fitzgerald-Sample Inc.

NBC PRESS REPRESENTATIVE: Noreen Sherlock, New York

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NBC-New York, 9/2/59





THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

September 3, 1959

THEATRICAL ACTIVITIES OF NBC ARE PLACED  
UNDER SUPERVISION OF ALFRED R. STERN

Theatrical activities of the National Broadcasting Company have been placed under the supervision of Alfred R. Stern, it was announced today by Robert E. Kintner, NBC President.

Mr. Stern will in addition continue with his duties as Director of International Operations for NBC and as Chairman of the Board of NBC International, Ltd.

NBC currently has investments in a number of Broadway theatrical productions, and intends to continue its activities in this field. It is also converting the Hudson Theatre, which has been used as a television studio, to a modernized theatrical house with expanded seating capacity.

In order to centralize management responsibility for other NBC enterprises which now report to various organizational units, the following additional activities, Mr. Kintner announced, have also been placed under Mr. Stern's direction: Merchandising and licensing of subsidiary program rights including music publishing, book publishing, and arrangements for the sale of film prints to educational institutions and service organizations.

Mr. Stern continues reporting to Mr. J. M. Clifford, Executive Vice President, Administration.

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Mr. Stern joined NBC as Projects Officer in January, 1952, and became Business Manager, Technical Operations, in June, 1953. He was appointed Assistant to the Executive Vice President in December, 1953, with additional duties as Director of Operations for "Monitor."

In July, 1955, he was named Director, Participating Programs, Radio Network, and in December of that year became Staff Assistant to the President. Since September, 1956, Mr. Stern has been Director, International Operations, for the National Broadcasting Company.

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NBC-New York, 9/3/59



NBC TELEVISION NETWORK



NEWS

September 3, 1959

'SUNDAY SHOWCASE'

"ANDROID," ORIGINAL DRAMA BY ALFRED BESTER ABOUT SYNTHETIC MAN  
WHO CHALLENGES HUMAN MASTER, WILL BE COLORCAST  
ON NBC-TV NETWORK'S "SUNDAY SHOWCASE"

"Android," an original drama by Alfred Bester, noted science fiction author and Holiday Magazine writer, will be colorcast on the NBC-produced "Sunday Showcase" (NBC-TV Network, 8-9 p.m. NYT), Robert Alan Aurthur, executive producer, announced today. The date will be announced.

The one-hour play will be one of the series of NBC-produced drama specials during the 1959-60 season.

"Android," according to Bester, is set in the distant future, 1,000 years or so from now. It is the story of a group of men who earn a living by renting out their androids -- synthetic men fashioned from chemicals in a laboratory. The scheme works well, Bester said, until one of the androids goes berserk and starts ordering his master around.

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"It soon becomes the problem of who is really the master -- the man or his android," Bester said.

Bester, who has written many TV dramas, is the author of the novels, "The Demolished Man," "Who He?" (re-printed as "The Rat Race") and "The Stars My Destination," and a collection of short stories called "Starburst." He writes the "Antic Arts" column of Holiday Magazine each month.

The 45-year-old author is married to actress Rolly Bester. They live in New York City.

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NBC-New York, 9/3/59



9 NBC NEWS CORRESPONDENTS TO DISCUSS IMPLICATIONS  
OF KHRUSHCHEV'S VISIT TO U. S.

Nine NBC News correspondents, covering the world from the White House to the Kremlin and back, will gather in New York to discuss the impending visit of Soviet Premier Nikita S. Khrushchev, in "The Last Quarter" on the NBC-TV Network Friday, Sept. 11 (8:30-9:30 p.m. EDT).

The nine correspondents will pool their specialized knowledge in a discussion of the implications of Khrushchev's visit four days before his arrival in Washington on Sept. 15.

The correspondents taking part in the nighttime NBC News special are Frank McGee (New York), Frank Bourgholtzer (Washington), Cecil Brown (Tokyo), Welles Hangen (Cairo), Joseph C. Harsch (London), Joseph Michaels (Moscow), Edwin Newman (Paris), John Rich (Berlin), and Ray Scherer (Washington).

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NBC-New York, 9/3/59





VOLUME ONE OF TEXT FOR MODERN CHEMISTRY COURSE ON NBC-TV'S  
"CONTINENTAL CLASSROOM" WILL BE PUBLISHED SEPT. 15

Volume One of the official text written especially for the NBC-TV Network's "Continental Classroom" course in Modern Chemistry will be published by Prentice-Hall Sept. 15.

The two-volume text, "Modern Chemistry," is by Dr. John F. Baxter, who will conduct the course, and Dr. Luke E. Steiner, head of the Department of Chemistry at Oberlin (O.) College. Volume One parallels the lessons of the first semester, which will begin Monday, Sept. 28. Volume Two, to be published in January, will cover the second semester.

The course will be colorcast coast-to-coast Monday through Friday from 6:30 to 7 a.m. local time.

Prentice-Hall also will publish a two-volume "Guide to Modern Chemistry," written to accompany the text. Volume One will appear Sept. 15; Volume Two, in January. The guide is by Dr. Baxter and Dr. Jay A. Young, chairman of the Department of Chemistry at King's College, Wilkes-Barre, Pa. It includes questions, exercises, and problems suitable for drill, and is designed to help those enrolled for academic credit as well as other serious students.

Each "Modern Chemistry" volume will cost \$2.50; each "Guide to Modern Chemistry" volume, \$1.00.

(more)



Some 300 colleges and universities throughout the country will offer academic credit for the TV course, which will be a survey of the fundamental principles of chemistry and a study of recent developments. Structures of chemical species will be stressed, particularly the relationships of these structures to the chemical and physical properties of substances.

Dr. Baxter will be on leave from his post as professor of chemistry at the University of Florida to teach the TV course in 1959-60. Nobel Prize-winning chemists and other outstanding scientists will be guest lecturers.

(NOTE: Last season's "Continental Classroom" course in Atomic Age Physics will be repeated by TV tape recordings and kinescopes from 6 to 6:30 a.m., Monday through Friday, starting Sept. 28.)

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NBC-New York, 9/3/59



THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

September 4, 1959

WILLIAM S. HEDGES TO DIRECT NBC'S POLITICAL BROADCASTING UNIT

William S. Hedges, a Vice President of NBC, has been assigned to direct the company's Political Broadcasting Unit, it was announced today by David Adams, Senior Executive Vice President, NBC.

Mr. Hedges, who has been associated with radio and television broadcasting for 37 years, will maintain close liaison with the NBC News and Public Affairs Departments in his operation of the new unit. It will coordinate the sale of time for political broadcasts, on the NBC Radio and Television networks, the company's owned and operated stations and on regional networks set up during the 1960 election year.

NBC hopes to get away from some of the static forms usually identified with political broadcasts in the past, and will encourage and enable candidates to take greater advantage of the visual aspects of television by the use of production techniques.

Mr. Hedges, who has been Vice President in charge of General Services since 1950, first joined NBC in 1931 as manager of WMAQ in Chicago. Subsequently, he was general manager of KDKA in 1933, when that station was operated under lease by NBC, and the following year came to New York as manager of NBC's owned and operated stations. In 1931 he was elected as Vice President of NBC and put in charge of the Station Relations Department.

(more)





2 - William S. Hedges

During World War I, he served in the Air Service of the U. S. Army, and after the war became a reporter for the Chicago Daily News, where he had been a campus correspondent while a student at the University of Chicago. Later, he organized the paper's radio department and assisted in establishing WMAQ, then operated by the Daily News.

He was founder and past president of the National Association of Broadcasters, and has served as president of the Radio and Television Executives Society and the Broadcast Pioneers.

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NBC-New York, 9/4/59





## TRADE NEWS

September 4, 1959

FIVE ADVERTISERS BUY HALF-SPONSORSHIP REGIONALLY OF NCAA GRID  
TELECASTS; 10-DATE NBC-TV COVERAGE NOW COMPLETELY SOLD

Purchases by five advertisers for half-sponsorship regionally of the 1959 NCAA collegiate football telecasts on the NBC-TV Network, which completely sell out the 10-date coverage, were announced today by Don Durgin, Vice President, NBC Television Network Sales.

The regional sponsorship purchases were made by Esso Standard Oil, Humble Oil & Refining Company, Standard Oil of Indiana, General Petroleum Corp. and Phillies Cigars. The Cluett Peabody Company and Schick Safety Razor Company each will have quarter-sponsorship of the games nationally, as previously announced.

The national TV schedule opens with the LSU-Rice game at Baton Rouge, La., on Saturday, Sept. 19.

Advertising agencies negotiating the purchases were McCann-Erickson Inc. for Esso Standard Oil and Humble Oil; D'Arcy Advertising Company of Chicago for Standard Oil of Indiana; Stromberger, LaVene, McKenzie for General Petroleum, and Werman & Schorr Inc. for Phillies Cigars.

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# NBC RADIO NETWORK NEWS

September 4, 1959

## NBC OWNED RADIO STATIONS TO HOLD TWO-DAY CONFERENCE FOR EXCHANGE OF IDEAS ON SALES, PROGRAMMING, ADVERTISING AND PROMOTION

A two-day conference to stimulate the exchange of ideas on sales, programming, advertising and promotion -- the first meeting of its kind ever held by the NBC Owned radio stations -- will open in Chicago Sept. 10, it was announced today by P. A. (Buddy) Sugg, Executive Vice President in charge of NBC Owned Stations and NBC Spot Sales.

Lloyd E. Yoder, NBC Vice President and General Manager of Stations WMAQ and WNBQ, will be host to executives from the six NBC Owned radio stations. The meetings will be held in the Merchants and Manufacturers Club in the Merchandise Mart, Chicago. Rudi Neubauer, WMAQ sales manager, planned the agenda and will be chairman.

Mr. Sugg, who organized the conference, said "The resurgence of radio has led to the development of many new approaches to problems common to all radio stations owned by NBC. Even though the stations are widely separated geographically, the knowledge gained by one way may be useful to the others. The conference will be a seminar for the interchange of information in the areas of news and public service programming, music programming, ratings, audience and sales promotion, merchandising, publicity and sales planning."

(more)



2 - NBC Owned Radio Stations

The sessions Sept. 11 will include presentations by George Dietrich, director of NBC Radio Spot Sales, and Nicholas Gordon, manager, rates and rating analysis, NBC Owned Stations Division.

Participating in the meetings will be: Herman Maxwell, national sales manager, and Steve White, program manager, WRCA, New York; Richard Johnson, program manager, WMAQ, Chicago; Harry A. Karr Jr., sales manager, WRC, Washington; Lewis Johnson, sales manager, and Robert Benson, program manager, WRCV, Philadelphia; Stephen J. Rooney, general manager, and Frank Maruca, promotion and program co-ordinator, WAMP, Pittsburgh; and George Fuerst, general manager, KNBC, San Francisco.

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NBC-New York, 9/4/59



USE AND EFFECTIVENESS OF VARIOUS LENGTHS OF COMMERCIALS IN SPOT TV  
TO BE EXPLORED IN NBC SPOT SALES QUESTIONNAIRE  
TO ITS TIMEBUYER OPINION PANEL

An area in which there has been "much speculation but little dependable knowledge," according to Richard H. Close, Director of NBC Spot Sales, is being explored in the NBC Spot Sales fifth questionnaire to its Timebuyer Opinion Panel. That subject is the use and relative effectiveness of various lengths of commercials in Spot TV.

"There has been considerable comment in the broadcasting trade press on the comparative values of the several TV commercial lengths," Mr. Close said. "Adding to the interest is the new commercial availability -- the 30-second announcement.

"We are devoting an entire questionnaire to sounding out timebuyers on this matter, for, after all, it is their opinions and practices which determine the actual use of these commercial lengths."

The questionnaire asks how much influence the agency's creative department exerts in setting the length of Spot TV commercials, and how often the timebuyer is consulted about the availability of various commercial lengths prior to the final decision.

Timebuyers are asked to note what principal use or uses they make of the 8 or 10-second ID. The list they are

(more)





## 2 - Timebuyer Panel

asked to check includes these uses: as a teaser to attract interest, as a repeater of major sales points, as a reminder of brand name and package, and to introduce a new product.

They are asked to rank in importance these advantages of the 30-second commercial length: exclusivity in the station break, 50 percent greater length than the 20-second commercial, adjacency to high-rated network programs, and, availability in prime time.

Another question asked is which of four commercial lengths -- 10-second, 20-second, 30-second and one-minute -- is preferred for so-called "saturation" campaigns.

The questionnaires have been sent to 1,200 time-buyers in large and small advertising agencies across the country.

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NBC-New York, 9/4/59





September 4, 1959

NBC-TV NETWORK COLORCAST SCHEDULE  
For Week of Sept. 13-19 (All Times EDT)

Sunday, Sept. 13

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with guests Pat Carroll, Howard Morris and Sam Butera and The Witnesses.

Monday through Friday, Sept. 14-18

4-4:30 p.m. -- "Truth or Consequences" - with Bob Barker as emcee.

Monday, Sept. 14

10-10:30 p.m. -- "The Arthur Murray Party" - with tonight's guests Cesar Romero, Denise Darcel, Bert Parks and dancers from the Hawaiian Room of New York's Hotel Lexington. (repeat)

Wednesday, Sept. 16

8:30-9 p.m. -- "The Price Is Right" - with emcee Bill Cullen.

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show"  
- Gloria De Haven is Dave's guest tonight.

Thursday, Sept. 17

10:30-11 p.m. -- "Masquerade Party" - with host Bert Parks.

(more)





2 - NBC-TV Network Colorcast Schedule

Saturday, Sept. 19

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

4:45 p.m. to conclusion -- NCAA football game between  
Louisiana State and Rice at Baton Rouge, La.

7:30-8:30 p.m. -- "Bonanza" - Western color film series.

CORRECTION PLEASE

Please delete the "Truth or Consequences" programs of  
Monday, Tuesday and Wednesday, Sept. 28, 29 and 30 (4-4:30 p.m.  
EDT) from the NBC-TV Network Colorcast Schedule for September,  
released Aug. 10.

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NBC-New York, 9/4/59



NBC NEWSMAN TO REPORT ON INDIA BORDER CRISIS

NBC News has assigned correspondent John Hlavacek to make a series of reports on the penetration of India's northern borders by troops from Communist China.

Hlavacek, who left New York yesterday (Sept. 3) on a plane for Calcutta, also will report on the rioting of Communist mobs in Calcutta and the political flare-up between Indian defense minister V. K. Krishna Menon and the chiefs of the country's armed forces.

NBC-New York, 9/4/59



COLORCAST

2 COPIES X-H



September 8, 1959

'THE STEVE ALLEN PLYMOUTH SHOW'

- - -

Tab Hunter Joins Steve and Comedy Regulars  
In First Telecast in New Monday Time-Spot

Steve Allen -- whose colorcast NBC-TV hour won a Peabody Award early this year -- returns to the network for the 1959-1960 season in a new day-and-time period Monday, Sept. 28 (10-11 p.m. NYT), heading "The Steve Allen Plymouth Show."

It will be a new location, too, when Steve originates the Fall-Winter full-hour comedy colorcasts from NBC's color studios in Burbank, Calif.

Tab Hunter will join Steve Allen and his fun-loving friends -- Don Knotts, Louis Nye, Dayton Allen, Gabe Dell and Pat Harrington, Jr. -- on the premiere program.

Hunter will perform in a sketch with Allen and will sing "Our Love" and "Waiting for Fall."

Steve Allen's colorcasts have been widely acclaimed for versatility and originality as well as for creativity of format and material. The George Foster Peabody Award Committee commended the program for its humor and willingness to experiment. Steve will emphasize these aspects of the show from its new home base at Burbank.

(more)





2 - 'The Steve Allen Plymouth Show'

The new season will mark Steve's sixth year on NBC-TV. Allen, who has achieved national prominence as comedian, composer, musician and author, joined the network as star of the "Tonight" show in September, 1954. His present hour-long comedy format premiered on NBC-TV on June 24, 1956.

Sponsored by the Plymouth Division of Chrysler Corp., through N. W. Ayer & Son, Inc., "The Steve Allen Plymouth Show" will be produced by Bill Harbach and directed by Dwight Hemion. Musical director is Les Brown.

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NBC-New York, 9/8/59



FIBBER MCGEE FORCED INTO HIS FIRST TV FIB

- - -

Familiar Wistful Vista Citizens Will Be Seen As Well as Heard  
When 'Fibber McGee and Molly' Makes Video Debut Sept. 15

"Fibber McGee and Molly," one of the entertainment world's most famous laugh couples, bows as a TV show Tuesday, Sept. 15 (NBC-TV Network, 8:30-9 p.m. NYT).

Bob Sweeney and Cathy Lewis star as the lovable (but sometimes zany) couple that makes Wistful Vista their home.

In the opening episode, "The Trailer," Fibber gets in trouble fast. A high-pressure salesman (Charles Lane) unloads a block-long trailer on the defenseless McGee, who is forced into his first fib of the season trying to explain the whole thing to Molly.

Other personalities from the famed radio show -- who help him in and out of trouble throughout the adventure -- are Addison Richards as Doc Gamble, Barbara Beaird as Teeny and Hal Peary as Mayor La Trivia.

In succeeding episodes, other Wistful Vista citizens show up with regularity. Jack Kirkwood emerges as Fred Nitney, Fibber's one-time classmate who descends on him from time to time in a fast-talking round of free-loading. Then, there are Paul Smith and Elisabeth Frazer who, as Roy and Hazel Norris, are the McGees' neighbors and parents of the needling Teeny.

William Asher produced and directed the show from a script by Bill Davenport.

-----O-----

NBC-New York, 9/8/59





TWO NOBEL PRIZE WINNERS AND 13 OTHER NOTED SCIENTISTS WILL LECTURE  
IN 'CONTINENTAL CLASSROOM' COLORCAST COURSE IN MODERN CHEMISTRY

- - -

First-Semester Schedule of Guest Lecturers Is Announced

Fifteen of the nation's outstanding scientists, two Nobel Prize winners among them, will be guest lecturers in the NBC-TV Network's "Continental Classroom" during first semester of its new course in Modern Chemistry.

The two-semester college-level course will be colorcast coast-to-coast Monday through Friday starting Sept. 28 (6:30-7 a.m. local time).

Dr. Glenn T. Seaborg, chancellor of the University of California at Berkeley and Nobel laureate in chemistry in 1951, will launch the TV course Monday, Sept. 28. He will introduce the regular teacher, Dr. John F. Baxter, who will be on leave during 1959-60 from his post as professor of chemistry at the University of Florida.

Of the subsequent 79 first-semester lecture-demonstrations, two of the visiting scientists will give two each, the others one each and Dr. Baxter the remaining 63.

(more)

THE FOLLOWING INFORMATION WAS OBTAINED FROM THE  
INTERVIEW OF THE ABOVE NAMED PERSONS:

THE ABOVE NAMED PERSONS ARE CURRENTLY IN THE  
ARMED SERVICES OF THE UNITED STATES OF AMERICA.

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ARMED SERVICES OF THE UNITED STATES OF AMERICA.

## 2 - 'Continental Classroom'

The complete first-semester schedule of guest lecturers and their subjects, announced today, follows:

Dr. Seaborg, "The TV Chemistry Course," Monday, Sept. 28;  
Dr. Alfred O. Nier, chairman, Department of Physics, University of Minnesota, "Determination of Atomic Weights," Wednesday, Oct. 7;  
Dr. Harrison S. Brown, professor of geochemistry, California Institute of Technology, Pasadena, "Abundance of the Elements," Friday, Oct. 16, and "Geochemical Evolution of the Elements," Monday, Oct. 19; Dr. Harvey E. White, professor of physics, University of California at Berkeley, "The Structure of a Gas," Thursday, Oct. 29;  
Dr. J. Arthur Campbell, chairman, Chemistry Department, Harvey Mudd College, Claremont, Calif., "Water: The Hydrogen Bond," Friday, Nov. 13, and "Water: An Unusual Substance," Monday, Nov. 16.

Also, Dr. Harold C. Urey, professor of chemistry, School of Science and Engineering, University of California at La Jolla, and Nobel laureate in chemistry in 1934, "Heavy Water: The Isotopes of Hydrogen," Tuesday, Nov. 17; Dr. Joel H. Hildebrand, professor of chemistry, University of California at Berkeley, "Solubility," Monday, Nov. 23; Dr. Hubert H. Alyea, professor of chemistry, Princeton University, "Concentration and Temperature and Reaction Rates," Monday, Jan. 11; Dr. Henry Eyring, dean of the Graduate School, University of Utah, "Absolute Reaction Rate Theory," Tuesday, Jan. 12.

Also, Dr. Calvin A. VanderWerf, professor of chemistry, University of Kansas, "Petroleum and Motor Fuels," Tuesday, Jan. 19;  
Dr. Leslie G. S. Brooker, senior research associate, Research Laboratories, Eastman Kodak Co., Rochester, N. Y., "Organic Dyes,"

(more)





### 3 - 'Continental Classroom'

Tuesday, Jan. 26; Dr. Charles C. Price, director, Chemistry Department, University of Pennsylvania, "Stereochemistry," Wednesday, Jan. 27; Dr. R. B. Woodward, professor of chemistry, Harvard University, "The Chemistry of Some Natural Products," Thursday, Jan. 28; Dr. Herman F. Mark, professor of chemistry and director of the Polymer Institute, Brooklyn Polytechnic Institute, "High Polymers," Friday, Jan. 29, and Dr. Peter J. W. Debye, professor of chemistry, Cornell University, "The Structure of High Polymers," Tuesday, Feb. 2.

Some 300 colleges and universities throughout the country will offer academic credit for the TV course, which will be a survey of the fundamental principles of chemistry and a study of recent developments. Structures of chemical species will be stressed, particularly the relationships of these structures to the chemical and physical properties of substances. The course will run through May 27.

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NBC-New York, 9/8/59





GEORGE A. HEINEMANN AND STEVE WHITE TO CONDUCT  
COURSES AT COLUMBIA UNIVERSITY

George A. Heinemann, NBC manager of Public Affairs, will conduct a course in TV station operation at Columbia University's School of General Studies this Fall. The two-point course, officially titled The Television Station, will deal with organization of a station staff, the equipment available to it, program resources, relationship to network and community, as well as program formats and production techniques used by local stations.

Steve White, program manager of WRCA and WRCA-FM, will conduct a two-point course in Radio and Television Speaking, which will be offered in both Fall and Spring terms.

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NBC-New York, 9/8/59



NBC TELEVISION NETWORK SCHEDULE INTERRUPTED SEVERAL TIMES MONDAY  
FOR NEWS COVERAGE OF EISENHOWER'S RETURN AND UN LAOS DEBATE

NBC News broke into the NBC-TV Network Schedule five times yesterday (Monday, Sept. 7) -- once with coverage of President Eisenhower's return from Europe and four times with live reports on the United Nations debate on Laos.

The President's arrival at Washington National Airport was picked up by live cameras, recorded on video tape and shown on the network at 2:30 p.m. EDT, about half an hour after his plane touched down. NBC News correspondents Ray Scherer and Bill Henry provided the commentary.

Immediately afterward, the network switched to the United Nations for a report from correspondent Pauline Frederick on the Security Council debate on Laos. Other reports, provided by Miss Frederick and correspondent Frank McGee at the UN, were telecast 3:52 p.m. EDT, 4:49 p.m. EDT and 5:35 p.m. EDT.

NBC-New York, 9/8/59





NBC TO TELECAST PRESIDENT EISENHOWER'S REPORT TO NATION

President Eisenhower will report to the nation on his trip to Europe in an address on the NBC-TV Network Thursday, Sept. 10 (7:30-7:45 p.m. EDT). The President's address will be followed by a commentary by NBC News correspondents in Washington (7:45-8 p.m. EDT).

President Eisenhower returned to Washington Sept. 7 after his 12-day trip to West Germany, Great Britain and France for talks with Western leaders, before his exchange of visits with Soviet Premier Nikita S. Khrushchev.

NBC-New York, 9/8/59

TO RELEASE PRESIDENT EISENHOWER'S REPORT TO NATION

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Western leaders, before his exchange of visits with  
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190-New York, 9/8/59

September 8, 1959

'THE DEPUTY,' STARRING HENRY FONDA, STARTS ON NBC-TV  
IN SATURDAY NIGHT TIME SPOT SEPT. 12

Henry Fonda stars as Arizona Chief Marshal Simon Fry and introduces Allen Case as sharp-shooting, violence-hating storekeeper Clay McCord when the two men join forces in the opening episode of "The Deputy," on the NBC-TV Network Saturday, Sept. 12 (9-9:30 p.m. NYT).

Co-starring with Fonda and Case will be permanent cast members Wallace Ford as Marshal Herk Lamson, and Betty Lou Keim as Fran McCord.

In the premiere episode, titled "The Deputy," Fry selects Silver City, Arizona, as the spot to head off two men he suspects of carrying supplies to a holdup gang led by Ace Gentry (Robert J. Wilke). After arresting the supply drivers, Fry tricks Clay McCord into joining him in delivering the foodstuffs to Gentry. When McCord realizes he has been duped into raiding an outlaw camp, he turns back toward Silver City, leaving Fry to face the outlaws alone.

The opening episode was written by Roland Kibbee and Norman Lear, creators of the series.

Others in the cast include James Griffith as Ballard, Steven Ritch as the cowboy, Earl Hansen as Stuber, Quentin Sondergaard as Tomick, and Bill Foster as Mawler.

"The Deputy" is a Top Gun production, filmed in Hollywood at Revue Productions, Inc., for the NBC-TV Network.

\* \* \*

(more)



CREDITS FOR 'THE DEPUTY' ON THE NBC-TV NETWORK
--

TIME: NBC-TV Network, Saturdays, 9-9:30 p.m. NYT,  
starting Sept. 12.

STARRING: Henry Fonda as Chief Marshal Simon Fry

INTRODUCING: Allen Case as Clay McCord

CO-STARRING: Wallace Ford as Herk Lamson, and Betty Lou  
Keim as Fran McCord.

FORMAT: A filmed series of adventures in the  
Arizona Territory of the 1880's, featur-  
ing the conflict of Chief Marshal Simon  
Fry, a dedicated lawman, and storekeeper  
Clay McCord, an expert marksman, but a  
man who hates violence and killing.

PRODUCED BY: Top Gun Productions

FILMED BY: Revue Productions, Inc.

PRODUCER: Michael Kraike

EXECUTIVE PRODUCER: William Frye

CREATORS: Roland Kibbee and Norman Lear

PREMIERE EPISODE  
WRITTEN BY: Roland Kibbee and Norman Lear

WRITERS OF  
SUBSEQUENT EPISODES: Various

DIRECTOR OF PREMIERE  
EPISODE: Don Medford

DIRECTOR OF  
SUBSEQUENT EPISODES: Various

CAST OF PREMIERE  
EPISODE OF SEPT. 12:  
("THE DEPUTY")  
Robert J. Wilke as Ace Gentry  
James Griffith as Ballard  
Steven Ritch as Cowboy  
Earl Hansen as Stuber  
Quentin Sondergaard as Tomick  
Bill Foster as Mawler

(more)





3 - 'The Deputy'

MUSIC:	Jack Marshall
DIRECTOR OF PHOTOGRAPHY:	Ellsworth Fredericks, A. S. C.
ART DIRECTOR:	Martin Obzina
EDITORIAL SUPERVISOR:	Richard G. Wray, A. C. E.
FILM EDITOR:	James D. Ballas
MUSICAL SUPERVISION:	Stanley Wilson
SOUND:	John K. Kean
ASSISTANT DIRECTOR:	Carter De Haven III
SET DECORATOR:	William Tapp
COSTUME SUPERVISOR:	Vincent Dee
MAKEUP:	Jack Barron
HAIR STYLIST:	Florence Bush
SPONSOR:	Kellogg's
AGENCY:	Leo Burnett Company, Inc.
NBC PRESS CONTACTS:	Don Jones (Hollywood) Noreen Sherlock (New York)

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NBC-New York, 9/8/59



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NBC TELEVISION NETWORK



NEWS

September 9, 1959

TOP NBC NEWS CORRESPONDENTS WILL APPRAISE KHRUSHCHEV VISIT  
IN SPECIAL HALF-HOUR NIGHTTIME TELECAST SUNDAY, SEPT. 27

- - -

Soviet Leader's 60-Minute Talk Scheduled Earlier Same Day

Soviet Premier Nikita S. Khrushchev's visit to the United States will be appraised in a special NBC News program Sunday, Sept. 27, on the NBC-TV Network, 10:30-11 p.m. EDT, William R. McAndrew, Vice President, News, announced today.

The special program, featuring several top NBC News foreign and domestic correspondents, will follow by three and one-half hours Mr. Khrushchev's 60-minute talk on the NBC-TV Network, which is scheduled for 6-7 p.m. EDT.

Correspondents taking part in the appraisal will be announced shortly. They will be chosen from among the large NBC News staff assigned to cover the Soviet Premier from his arrival in the United States on Sept. 15 to his appearance on the NBC-TV Network at the conclusion of his tour.

The 10:30 p.m. program will replace a similar program previously announced for the 5-5:30 p.m. time period on Sept. 27.





'SUNDAY SHOWCASE'

ARTHUR GODFREY TO BE HOST OF SPECIAL NBC-TV NETWORK PROGRAM  
HONORING ELEANOR ROOSEVELT CANCER RESEARCH INSTITUTE

- - -

REGINALD ROSE WILL WRITE OCT. 25 PROGRAM

Arthur Godfrey will be host of the special full-hour program in which celebrities from many fields will salute the Eleanor Roosevelt Cancer Research Institute on the NBC-TV Network Sunday, Oct. 25 (8-9 p.m. EDT).

Noted television author Reginald Rose will write the special show, which will be presented on "Sunday Showcase." Top stage, screen and TV personalities will perform. World leaders will participate in the tribute to the institute, which was inaugurated in this, Mrs. Roosevelt's diamond jubilee year.

Rose, whose original dramas have been presented on "Playhouse 90" and "Studio One," received an Emmy Award for his teleplay, "12 Angry Men." He also won the Screen Writers Award and an Academy Award nomination for the movie version of the play.

The Oct. 25 telecast will be produced by David Susskind of Talent Associates. Michael Abbott is the associate producer. The program is sponsored as a public service by Firestone Tire and Rubber Company.

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NBC-New York, 9/9/59



EDWARD D. ROPOLO IS APPOINTED MANAGER, BROADCAST  
PROMOTION, NBC PACIFIC DIVISION

Appointment of Edward D. Ropolo as  
Manager, Broadcast Promotion, NBC Pacific Division,  
was announced today by G. Thaine Engle, Manager,  
NBC Broadcast Promotion.

Mr. Ropolo, who has been with NBC since  
April, 1954, was formerly assistant to the manager  
and program director at KARM, Fresno, Calif., and  
before that was with KROY, Sacramento, Calif.

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NBC-New York, 9/9/59



COLORCAST



September 9, 1959

MORT SAHL HEADS A 'PONTIAC STAR PARADE' SPECIAL

- - -

'The Future Lies Ahead' Is Title of Colorcast Revue That Will  
Spotlight Young Professional Talent Saturday, Nov. 21

Mort Sahl will star as host and narrator of "The Future Lies Ahead," a full-hour "Pontiac Star Parade" special on Saturday, Nov. 21 (NBC-TV Network colorcast, 8:30-9:30 p.m. EST).

The show, done in revue format, will star a cast of young professionals from the fields of theatre, television, motion pictures, records and nightclubs. Each new act will be given the opportunity of a "national showcase" on a high-budget TV special, so that the performers may be seen to the best possible advantage. Selection of talent will be made by producer-director Joe Cates.

Special material for the revue will be written by Ervin Drake, with choreography by Bob Hurget and music under the direction of Peter Matz.

(Note to editors: This revue replaces the special previously announced for the same time period of this date.)

The title of "The Future Lies Ahead" is derived from one of Sahl's comedy routines on a recently released record album.

The colorcast will be sponsored by the Pontiac Motor Division of General Motors Corporation through the MacManus, John & Adams Inc., advertising agency.

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'BAT MASTERSON' STARTS SECOND YEAR ON NBC-TV NETWORK  
IN A NEW DAY-AND-TIME SPOT THURSDAY, OCT. 1,  
WITH GENE BARRY CONTINUING IN TITLE ROLE

William Barclay Masterson ran away from his Iriquois, Ill., farm home when he was 17 and launched a career as one of the West's most famous gunfighters and lawmen. His colorful experiences during the years of the lawless West will be featured for a second season over the NBC-TV Network when Gene Barry again stars in the title role of "Bat Masterson" as the man with the derby hat and the gold-headed cane, who became a legend in his own time.

This season, the series moves to a new day and time: Thursdays, 8-8:30 p.m. NYT, beginning Oct. 1. The series will be sponsored by the Sealtest Division of National Dairy Products Corporation and on NBC-TV's West Coast stations only, by Hills Brothers Coffee, Inc. Agency for both advertisers is N. W. Ayer & Son, Inc.

Bat Masterson comes to San Francisco to help the aristocratic Mrs. Dwight Chancellor (Ernestine Barrier), a wealthy widow who befriended him in his youth, in "To the Manner Born," the season's premiere episode. Mrs. Chancellor's daughter, Abby (Audrey Dalton), is involved with a black-sheep cousin, Stuart (Jack Hogan). When the cousin is murdered for a gambling debt, Bat learns that Abby is in far greater danger from Col. Mark James (Myron Healey), who is determined to force her into marriage. Bat exposes him as a Confederate Army deserter and crook. The two men face each other in a showdown with dueling pistols.

Completing the cast are David Thursby as Capt. Larkin, James Hong as Ching Sun and Maria Tsein as a dealer.

Frank Pittman and Andy White produce and John Rich directs the Wells Root teleplay.

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NBC-New York, 9/9/59



INGRID BERGMAN ARRIVING IN NEW YORK SATURDAY, SEPT. 12,  
FOR HER 'FORD STARTIME' ROLE IN NBC COLORCAST  
OF 'THE TURN OF THE SCREW' TUESDAY, OCT. 20

Ingrid Bergman, whose sensitive screen portrayals have made her one of the world's most acclaimed actresses, arrives in New York on Saturday, Sept. 12, to begin script conferences and rehearsals for her dramatic television debut in "The Turn of the Screw" on "Ford Startime" Tuesday, Oct. 20 (NBC-TV Network colorcast, 9:30-11 p.m. EDT).

Miss Bergman, arriving (at Idlewild) from Paris at 1 p.m. EDT on Pan American Airways Flight 115, will star as Miss in the television adaptation by James Costigan of Henry James' classic tale of terror.

The Swedish-born actress, who now makes her home near Paris, was in 1944 chosen the best film actress of the year by the Academy of Motion Picture Arts and Sciences for her portrayal in "Gaslight" and won a second Academy Award in 1957 for her role in "Anastasia."

John Frankenheimer will produce and direct "The Turn of the Screw." Hubbell Robinson is executive producer for his company, Hubbell Robinson Productions, Inc. "Startime," the series of the biggest colorcast productions ever presented on TV for one sponsor, is sponsored by the Ford Motor Company through the J. Walter Thompson Company.

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NBC-New York, 9/9/59





PULITZER PRIZE ARTIST REG MANNING TO MAKE CARTOON SERIES  
COVERING KHRUSHCHEV VISIT FOR SPECIAL NBC NEWS TELECASTS

Reg Manning, Pulitzer Prize-winning cartoonist, will cover the American visit of Soviet Premier Nikita S. Khrushchev with a series of cartoons to be shown on special NBC News programs dealing with the Russian leader's tour.

NBC News producer Chet Hagan said that Manning would draw three cartoons based on the events of the Khrushchev visit for inclusion in each of the special shows to be telecast during the Soviet Premier's visit.

Manning began his career with the Arizona Republic in Phoenix. His cartoons -- as pointed as the cactus that serves as his signature -- are now distributed by the McNaught Syndicate to 175 newspapers in the United States, Canada, Mexico and Europe.

He won the Pulitzer Prize in 1951 for a cartoon contrasting silk hats hanging on a rack in the United Nations with a bullet-pierced helmet hanging on a cross in Korea.

NBC-New York, 9/9/59



"FORD STARTIME"

- - -

David Amram to Compose Original Musical Score for Ingrid Bergman's  
TV Dramatic Debut in "Turn of The Screw" Colorcast

David Amram, one of America's most gifted young composers, will compose the original musical score for Ingrid Bergman's television dramatic debut in "The Turn of the Screw" on "Ford Startime" Tuesday, Oct. 20 (NBC-TV Network colorcast, 9:30-11 p.m. EDT), it was announced today by John Frankenheimer, who will produce and direct the TV adaptation of Henry James' classic tale of horror.

Miss Bergman arrives in New York from her home near Paris on Saturday, Sept. 12, to begin rehearsals for the production in which she stars as "Miss." The program will be taped on Oct. 6 at NBC's Brooklyn Color Studios.

Amram, 29, composed the musical scores for Broadway hits including "J. B.," "The Rivalry" and "Kataki" and for the off-Broadway productions of "Family Reunion" and "The Power and the Glory." He has composed all the music for the New York Shakespearean Festival during the last three years, and for the American Shakespearean Festival production of "Romeo and Juliet" this season at Stratford, Conn.

Amram's composition, "Sonata for Strings," had its world premiere this year at the Washington Square Afternoon Concerts in New York City. He composed music for the documentary motion picture, "Echo of an Era," which was shown at the Paris Theatre in New York and daily at the Brussels World's Fair. Amram, an accomplished French horn player, has made Decca jazz and classical recordings, and last Spring appeared in "Look Up and Live" on CBS-TV.

(more)



"The Turn of the Screw," being adapted for television by James Costigan, will be the third in the series of 39 "Startime" colorcast productions, sponsored by the Ford Motor Company through the J. Walter Thompson Company. Hubbell Robinson is executive producer for his company, Hubbell Robinson Productions, Inc. Rehearsals for "The Turn of the Screw" begin on Sept. 15.

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NBC-New York, 9/9/59





## COLORCAST

EDDIE FOY JR. TO PERFORM IN 'WONDERFUL WORLD OF ENTERTAINMENT'

- - -

Joins Guest Headliners for 'Ford Startime' Colorcast Premiere

Eddie Foy Jr. has joined the roster of guest stars to appear with Rosalind Russell, who will act as hostess and the audience's guide, in "The Wonderful World of Entertainment" premiere presentation on "Ford Startime," Tuesday, Oct. 6 (NBC-TV Network colorcast, 9:30-11 p.m. EDT).

Foy has appeared on many NBC-TV Network programs including "The Dinah Shore Chevy Show," "The Chevy Show" and a special "Mr. Broadway." He will perform Oct. 6 in a song-and-dance number with Eddie Hodges, young star now appearing in the motion picture, "A Hole in the Head." Other stars who will participate in "The Wonderful World of Entertainment" include Polly Bergen, Maurice Chevalier, Jack Paar and Kate Smith.

Foy, next to the youngest of the famous "Seven Little Foys," joined the family act when he was four, and was the only one of the group to remain in showbusiness after his father died in 1928. He has starred in many plays and motion pictures, including both Broadway and Hollywood film versions of "The Pajama Game."

Sponsored by the Ford Motor Company through J. Walter Thompson Company, "Startime" -- the biggest series of colorcast hours ever presented on TV for one sponsor -- is produced by Hubbell Robinson Productions, Inc. Hubbell Robinson is executive producer.

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NBC-New York, 9/9/59



CREDITS FOR 'RIVERBOAT' ON THE NBC-TV NETWORK

TIME: Sundays, 7-8 p.m. NYT, starting Sept. 13

CONTINUING STARS: Darren McGavin and Burt Reynolds

GUEST STARS: Various. (For premiere episode "Payment in Full," Sept. 13: Aldo Ray, Barbara Bel Geddes, Louis Hayward, William Bishop and Nancy Gates).

FORMAT: Action-adventure dramas set in the 1840's along the rivers -- the Mississippi, the Missouri, the Ohio -- of America's heartland.

PREMIERE EPISODE: "Payment In Full"

PRODUCED BY AND AT: Revue Productions, Inc., Universal City, Calif.

PRODUCERS: Jules Bricken, John Larkin and the team of Norman Jolley - Richard Bartlett (premiere episode produced by Jules Bricken)

DIRECTORS: Various (for premiere episode -- Douglas Heyes)

WRITERS: Various (for premiere episode -- Douglas Heyes)

MUSIC BY: Elmer Bernstein

DIRECTOR OF PHOTOGRAPHY: Various (for premiere episode: Ray Rennahan)

ART DIRECTOR: Frank Arrigo

MUSICAL SUPERVISION: Stanley Wilson

FILM EDITOR: Lee Huntington

SOUND: Frank H. Wilkinson

(more)





2 - Credits for 'Riverboat'

SET DECORATOR: George Milo

COSTUME SUPERVISOR: Vincent Dee

MAKEUP: Leo Lotito Jr.

SPONSOR AND AGENCY: Corn Products Company (alternate weeks)  
through Lennen & Newell, Inc.

NBC PRESS  
REPRESENTATIVES: Norm Frisch (Hollywood), Charles Gregg  
(New York)

\* \* \*

CAST FOR 'PAYMENT IN FULL,' PREMIERE 'RIVERBOAT' EPISODE
--

DARREN McGAVIN.....Grey Holden

BURT REYNOLDS.....Ben Frazer

ALDO RAY.....Hunk Farber

BARBARA BEL GEDDES.....Missy

LOUIS HAYWARD.....Ash Cowan

WILLIAM BISHOP.....Monte Loman

NANCY GATES.....Sister Angela

JOHN LARCH.....Touhy

WILLIAM D. GORDON.....Travis

BARRY KELLEY.....Conlon

CHARLES GRAY.....Cal

WILL WRIGHT.....Sickel

TYLER Mac DUFF.....Johnny

DUANE GREY.....Speece

RICHARD WESSEL.....Kohler

OLLIE O'TOOLE.....Waiter

ROBERT CARSON.....Onlooker

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NBC-New York, 9/9/59



CONFLICTS AND CONTRASTS OF 'EMERGING AFRICA' SPOTLIGHTED  
IN NBC NEWS SPECIAL, 'TOO LATE FOR REASON'

- - -

Telecast of Sunday Night, Sept. 13, Is First of Two Programs  
Focused on the Rise of African Nationalism

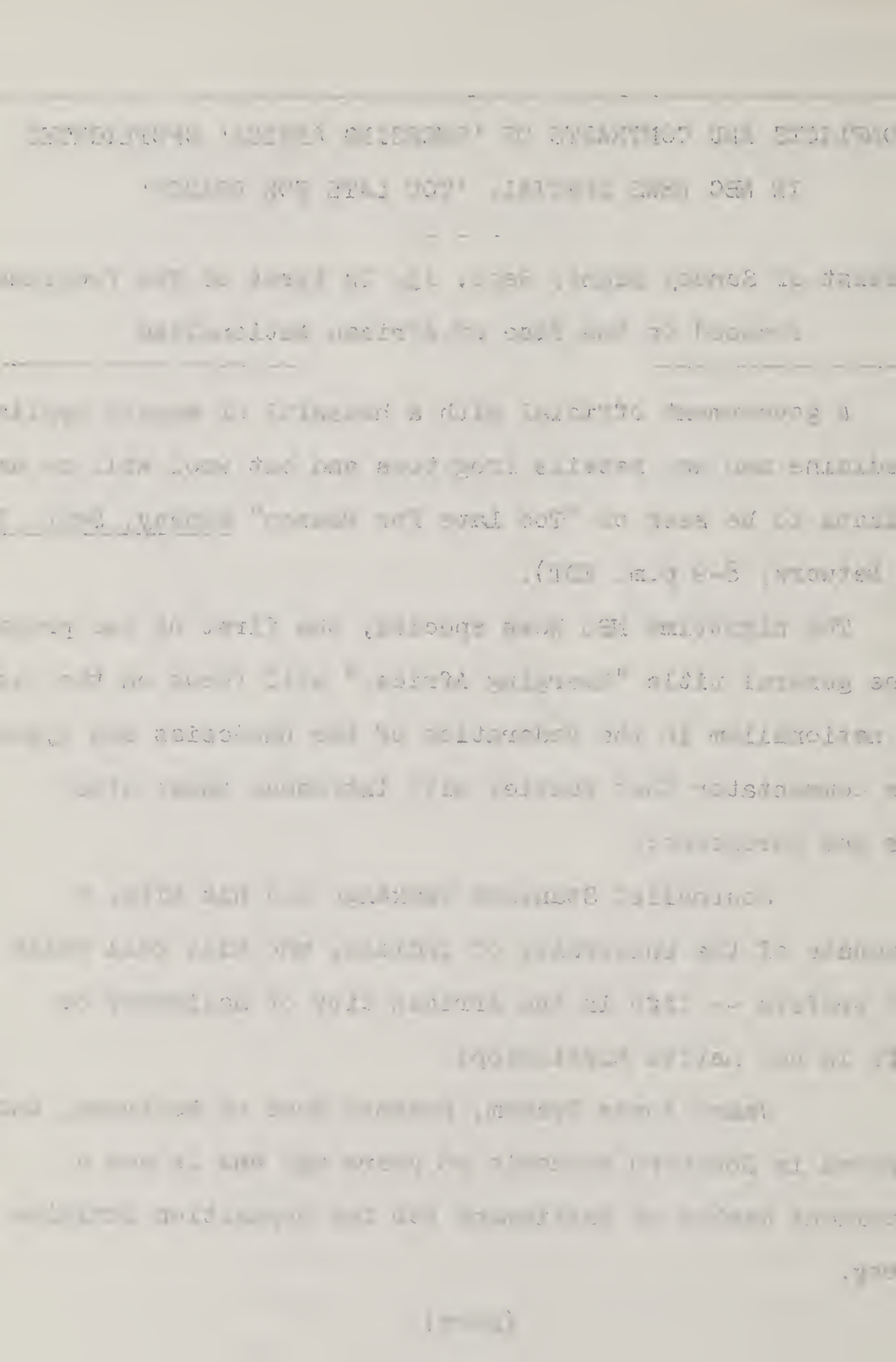
A government official with a houseful of modern appliances and a medicine man who retails frog toes and bat wool will be among the Africans to be seen on "Too Late for Reason" Sunday, Sept. 13 (NBC-TV Network, 8-9 p.m. EDT).

The nighttime NBC News special, the first of two programs under the general title "Emerging Africa," will focus on the rise of African nationalism in the Federation of the Rhodesias and Nyasaland. NBC News commentator Chet Huntley will introduce these other Africans and Europeans:

Journalist Stanlake Samkange and his wife, a graduate of the University of Indiana, who will tell which she prefers -- life in the African city of Salisbury or life in her native Mississippi.

James Angus Graham, seventh Duke of Montrose, who arrived in Southern Rhodesia 28 years ago and is now a prominent member of Parliament for the opposition Dominion Party.

(more)





Sir Roy Wellensky, Prime Minister of the Federation of the Rhodesias and Nyasaland, and Garfield Todd, a moderate who is forming a new party in opposition to the government.

Chief Kawinga, ruler of a thousand-square-mile domain, who will be seen presiding at the trial of one of his Yao tribesmen accused of stealing a neighbor's wife.

David Makulu, Sarah Chavanduka and Ann Cheeseman, students at Salisbury's University College, which is multi-racial in its classrooms but segregated in its dormitories and dining halls.

Lawrence Katilungu, president of the African Mineworkers Union and one of the five most powerful Africans in the Federation.

P. H. J. Chanetsa, an African businessman, who owns a restaurant, a meat market and, most profitable, a studio for portrait photography.

The program will show Africans in their segregated townships, on farms and in copper mines, in Salisbury beer gardens, and in an executive meeting of the African National Congress.

Reuven Frank is producer of "Too Late for Reason." The program was filmed by an NBC News team, including director Jack Sughrue, correspondent-writer Piers Anderton, and cameraman John Peters, who spent two months in Africa.

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NBC-New York, 9/9/59





SCIENCE AND EDUCATION WRITERS AND CHEMISTS WILL SEE PREVIEW COLOR  
SCREENING OF 'CONTINENTAL CLASSROOM' COURSE IN MODERN CHEMISTRY

A preview color-screening of the NBC-TV Network's new "Continental Classroom" course in Modern Chemistry will be held in Atlantic City, N. J., Thursday, Sept. 17, for science and education writers attending the convention of the National Association of Science Writers and chemists attending the concurrent convention of the American Chemical Society.

The program will be televised by closed circuit from NBC's New York Studios to the Crystal Ballroom of the Hotel Dennis in Atlantic City, where RCA Victor color TV receivers will show a half-hour lecture-demonstration.

Mrs. Dorothy Culbertson, executive producer of "Continental Classroom," will speak of plans for the Modern Chemistry course in 1959-60 and will present data concerning evaluation of last season's course in Atomic Age Physics, which will be repeated by TV tape and kinescope recordings.

The special convention session, opening with a breakfast, will start at 9 a.m.

The two-semester college-level course in Modern Chemistry will be colorcast coast-to-coast Monday through Friday starting Sept. 28 (6:30-7 a.m. local time). The teacher will be Dr. John F. Baxter, who will be on leave during 1959-60 from his post as professor of chemistry at the University of Florida. Some 300 colleges and universities throughout the country will offer academic credit for the TV course.

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CREDITS FOR NEW 'TROUBLESHOOTERS' SERIES ON NBC-TV NETWORK

TITLE: "Troubleshooters"

TIME: Fridays, 8 p.m. EDT

PREMIERE DATE: Friday, Sept. 11, 1959

FORMAT: Action-adventure stories following the experiences of six crack construction men as they travel the world "Troubleshooting" production stoppages.

PREMIERE SHOW: "Liquid Death"

STAR: Keenan Wynn as Kodiak

CO-STAR: Bob Mathias as Dugan

OTHER REGULAR CAST MEMBERS: Carey Loftin as Skinner, Bob Harris as Jim, Bob Fortier as Scottie and Chet Allen as Slats

CAST: (PREMIERE ONLY) Eddie Firestone as Loft, Abel Fernandez as O'Riley

EXECUTIVE PRODUCERS: Richard Steenberg and John Gibbs

PRODUCER: Allen Rivkin

DIRECTOR: Robert Altman

WRITERS: Various (Andy Lewis, premiere episode)

PRODUCTION MANAGER: Gleen Cook

ASSISTANT DIRECTOR: Tommy Thompson

DIRECTOR OF PHOTOGRAPHY: Emmett Bergholz

SUPERVISING EDITOR: Fred W. Berger, A. C. E.

SET DESIGNER: Paul Sylos, Jr.

(more)





2 - Credits for 'Troubleshooters'

MAKEUP ARTIST:	Charles Blackman
MUSIC:	Raoul Kraushaar
"TROUBLESHOOTERS" THEME BY:	James Van Heusen and Sammy Cahn
SET DECORATOR:	Raymond Boltz, Jr.
SOUND:	Roderick Sound, Inc.
TRAILER FROM:	Airstream Trailers, Inc.
SPONSOR AND AGENCY:	Marlboro Cigarettes-Leo Burnett Co.
NBC PRESS REPRESENTATIVES:	Anne Morrissy, New York and Doug Gordon, Hollywood.

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NBC-New York, 9/9/59



NBC TELEVISION NETWORK



NEWS

Attention, Sports Editors

September 9, 1959

KICKOFF, 1959!

COLORCASTS DOMINATE NBC-TV NETWORK'S 10-DATE SCHEDULE  
OF 1959 COLLEGIATE FOOTBALL CONTESTS

- - -

Top Teams, Big Games on Strongest TV Grid Slate

The 1959 football season, which kicks off this month, will be an especially colorful campaign on the NBC Television Network.

This Fall, for the fifth consecutive season and eighth time in nine years, the NBC-TV Network will televise the schedule of games approved by the National Collegiate Athletic Association. A 10-date schedule, considered the strongest TV grid program of all these years, includes football powers from all sections of the nation.

Color keynotes the schedule, with seven of the games, including the 60th annual Army-Navy duel Nov. 28, to be televised in color as well as black and white. This is the first time a majority of the games on the TV slate has been colorcast.

Strong teams, classic rivalries and outstanding intersec-tional battles add to the color and heighten the interest in this year's "Game of the Week" series.

Six of the top 10 teams of 1958 will be on the 1959 TV schedule, with the national champion Louisiana State heading the list in the opening gridcast, opposing Rice Sept. 19. Other major

(more)



attractions include Oklahoma's encounter with a Big Ten team, Northwestern, Sept. 26; the Texas-California intersectional contest that forms a two-sport double-header with a World Series game Oct. 3; Big Ten battles, to be chosen as the conference race progresses, on Oct. 24 and Nov. 21, and the Duke-North Carolina holiday serving on Thanksgiving Day, Nov. 26. (NOTE: See accompanying page for full schedule of games.)

According to NBC estimates, an average audience of 27,500,000 is expected to view the coast-to-coast football telecasts. The peak figure would be for the Army-Navy game, when 40 million viewers in 16 million homes are expected to tune in.

Commentators for the "Game of the Week" series for the fifth consecutive season will be Lindsey Nelson and Red Grange. Sponsors are: One-quarter sponsorship by Cluett, Peabody and Company Inc. and Schick Safety Razor Company; one-half sponsorship on a regional basis by Esso Standard Oil Company, Humble Oil Company, Standard Oil Company of Indiana, General Petroleum Corporation and Phillies Cigars.

Pre-game and post-game shows will be presented on some of the "Game of the Week" dates. Chris Schenkel will be the host of "The World of Sports," the pre-game program on seven dates starting Oct. 17. General Mills Inc. and the Colgate-Palmolive Company will be the sponsors. Bill Stern will be the host of the "Kemper Football Scoreboard" following seven gridcasts starting Sept. 26. The post-game show is sponsored by the Kemper Insurance companies for the third straight year.

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# 1959 NBC-NCAA SCHEDULE OF NATIONAL TELECASTS

<u>DATE</u>	<u>GAME</u>	<u>LOCATION</u>	<u>STADIUM</u>	<u>TELECAST TIME *</u>
Sept. 19 C	Louisiana State-Rice	Baton Rouge, La.	Tiger Stadium	4:45 EDT
Sept. 26	Northwestern-Oklahoma	Evanston, Ill.	Dyche Stadium	3:15 EDT
Oct. 3	Texas-California	Austin, Texas	Texas Memorial Stadium	**
Oct. 17 C	Michigan State-Notre Dame	East Lansing, Mich.	Spartan Stadium	2:15 EDT
Oct. 24 C	Big Ten Game	(teams and starting time to be selected as season progresses)		
Nov. 7 C S	Boston College-Pittsburgh (1n East)	Boston, Mass.	Alumni Stadium	1:15 EST
Nov. 7 S	Missouri-Air Force Academy (1n West)	Columbia, Mo.	Memorial Stadium	2:15 EST
Nov. 21 C	Big Ten Game	(teams and starting time to be selected as season progresses)		
Nov. 26 #	Duke-North Carolina	Durham, N.C.	Duke Stadium	2:15 EST
Nov. 28 C	Army-Navy	Philadelphia, Pa.	Municipal Stadium	1:15 EST
Dec. 5 C	UCLA-Syracuse	Los Angeles, Calif.	Los Angeles Coliseum	4:15 EST

C - Colorcast

\* - 15 minutes before kickoff

S - Split Network

\*\* - Depends on time of World Series telecast

# - Thanksgiving Day

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# FACT SHEET -- FOOTBALL TEAMS ON NBC-TV 1959 SCHEDULE

TEAM	NICKNAME	COACH	LEADER IN SERIES -- WON, LOST, TIED	1958 WINNER AND SCORE
Louisiana State vs. Rice	Tigers  Owls	Paul Dietzel  Jess Neely	Louisiana State 17-9-2	La. State 28-6
Northwestern vs. Oklahoma	Wildcats  Sooners	Ara Parseghian  Bud Wilkinson	Oklahoma 1-0-0	no game
Texas vs. California	Longhorns  Golden Bears	Darrell Royal  Pete Elliott	1st game	--
Michigan State vs. Notre Dame	Spartans  Fighting Irish	Hugh Daugherty  Joe Kuharich	Notre Dame 18-8-0	no game
Boston College vs. Pittsburgh	Eagles  Panthers	Mike Holovak  John Michelosen	1st game	--
Missouri vs. Air Force Academy	Tigers  Falcons	Dan Devine  Ben Martin	1st game	--
Duke vs. North Carolina	Blue Devils  Tar Heels	Bill Murray  Jim Hickey	Duke 24-18-3	Duke 7-6
Army vs. Navy	Cadets  Middles	Dale Hall  Wayne Hardin	Army 30-24-5	Army 22-6
UCLA vs. Syracuse	Bruins  Orangemen	Bill Barnes  Floyd Schwartzwalder	1st game	--

\* \* \*





CREDITS FOR NBC-TV'S "GAME OF THE WEEK" FOOTBALL TELECASTS

TIME: Nine Saturday afternoons between Sept. 19 and Dec. 5, and Thursday, Nov. 26.

COVERAGE: Telecasts of collegiate football games involving top teams in all sections of the country. Ten-date national schedule has coast-to-coast telecasts on eight Saturdays and Thanksgiving Day, and two games carried on a split-network basis on one date. NBC-TV is carrying schedule of games approved by the National Collegiate Athletic Association for fifth consecutive season and eighth time in nine years. (NOTE: See accompanying page for schedule of games.)

COMMENTATORS: Lindsey Nelson and Red Grange.

SUPERVISOR: Tom S. Gallery, NBC Sports Director.

PRODUCER: Perry Smith

DIRECTOR: Harry Coyle for most games; Bill Bennington, Jack Dillon and Dick Weinberg on certain dates.

SPONSORS AND AGENCIES: One-quarter sponsorship by Cluett, Peabody and Company, Inc. (Lennen and Newell, Inc.) and Schick Safety Razor Company (Compton Advertising, Inc.)

(more)



SPONSORS AND AGENCIES:  
(CONT'D)

One-half sponsorship on a regional basis by  
Esso Standard Oil Company (McCann-Erickson  
Inc.), Humble Oil & Refining Company  
(McCann-Erickson Inc.), Standard Oil  
Company of Indiana (D'Arcy Advertising  
Company), General Petroleum Corporation  
(Stromberger, LaVene, McKenzie) and Phillies  
Cigars (Wermen & Schorr Inc.).

NBC PRESS  
REPRESENTATIVE:

Bob Goldwater (New York).

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NBC-New York, 9/9/59





# TRADE NEWS

2 COPIES X-H

GENERAL CIGAR CO. TO CO-SPONSOR 'THE DEPUTY' ON NBC-TV NETWORK

The General Cigar Company Inc. will co-sponsor the new NBC-TV Western adventure series, "The Deputy," which stars Henry Fonda, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"The Deputy," which premieres Saturday, Sept. 12 (9-9:30 p.m. EDT) co-stars Allen Case as Fonda's deputy. Fonda portrays Chief Marshal Simon Fry in the Southwest Arizona Territory of the 1880s.

The General Cigar purchase was made through its advertising agency, Young & Rubicam Inc. The Kellogg Company, through Leo Burnett Company Inc., will be alternate-week sponsor of the series.

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NBC-New York, 9/10/59





NBC TELEVISION NETWORK



NEWS

September 10, 1959

'JOURNEY TO UNDERSTANDING'

- - -

NBC News Schedules 13 TV Specials to Cover Khrushchev's Visit  
To U.S.--3 Telecasts Listed on Day of Premier's Departure

NBC News will present 13 special television programs to cover the American visit of Nikita S. Khrushchev -- starting with a live report of the Soviet Premier's arrival in Washington Tuesday, Sept. 15 (NBC-TV Network, 11:30 a.m.-12:45 p.m. EDT).

The series of specials, titled "Journey to Understanding," will cover every phase of Mr. Khrushchev's 13-day visit and will conclude with three programs, totaling two-and-a-half hours, on the day of his departure, Sunday, Sept. 27.

The three final specials are a live presentation of Mr. Khrushchev's press conference in Washington (4-5 p.m. EDT), a one-hour talk to be telecast exclusively by NBC (6-7 p.m. EDT), and an appraisal of his visit by NBC News correspondents (10:30-11 p.m. EDT).

"Journey to Understanding," the title of five of the special programs on President Eisenhower's trip to Europe, has been extended to include all Khrushchev specials (thus replacing the previously announced title, "The VIP"). The Khrushchev programs are as follows:

(more)



## 2 - 'Journey to Understanding'

Tuesday, Sept. 15 (11:30 a.m.-12:45 p.m. EDT, instead of previously announced time period) -- "Journey to Understanding: Report 6" -- Live coverage of Mr. Khrushchev's arrival in Washington. David Brinkley is commentator and Elmer W. Lower producer.

Tuesday, Sept. 15 (9-9:30 p.m. EDT) -- "Journey to Understanding: Report 7" -- An account of Mr. Khrushchev's first day in Washington. Frank McGee is commentator and Chet Hagan producer.

Wednesday, Sept. 16 (1:30-3:15 p.m. EDT, instead of previously announced time period) -- "Journey to Understanding: Report 8" -- Live coverage of the Soviet Premier's appearance before the National Press Club in Washington. David Brinkley is commentator and Elmer W. Lower producer.

Thursday, Sept. 17 (7:30-8 p.m. EDT) -- "Journey to Understanding: Report 9" -- Highlights and commentary of Mr. Khrushchev's appearance at the National Press Club. Martin Agronsky is commentator and Chet Hagan producer.

Friday, Sept. 18 (3-4 p.m. EDT, or to conclusion of speech) -- "Journey to Understanding: Report 10" -- Live coverage of Mr. Khrushchev's address before the United Nations Assembly. Frank McGee and Pauline Frederick are commentators. James Kitchell is producer.

Saturday, Sept. 19 (9:30-10:30 p.m. EDT) -- "Journey to Understanding: Report 11" -- Highlights and commentary on Mr. Khrushchev's visit to New York. Martin Agronsky is commentator and Chet Hagan producer.

Sunday, Sept. 20 (6:30-7 p.m. EDT) -- "Journey to Understanding: Report 12" (Chet Huntley Reporting) -- A report and analysis of the broader aspects of the Khrushchev visit. Chet Huntley is commentator and Reuven Frank producer.

(more)





3 - 'Journey to Understanding'

Monday, Sept. 21 (7:30-8 p.m. EDT) -- "Journey to Understanding: Report 13" -- A report on the Soviet Premier's visits to Los Angeles and San Francisco. Frank McGee is commentator and Chet Hagan producer.

Wednesday, Sept. 23 (10:30-11 p.m. EDT) -- "Journey to Understanding: Report 14" -- Coverage of Mr. Khrushchev's visit to the Roswell Garst farm at Coon Rapids, Iowa. Frank McGee and Morgan Beatty are commentators. Chet Hagan is producer.

Thursday, Sept. 24 (7:30-8 p.m. EDT) -- "Journey to Understanding: Report 15" -- Live coverage of the reception for Mr. Khrushchev at the Soviet Embassy in Washington. Ray Scherer and Richard Harkness are commentators. Chet Hagan and Elmer Lower are co-producers.

Sunday, Sept. 27 (4-5 p.m. EDT) -- "Journey to Understanding: Report 16" -- Live coverage of Mr. Khrushchev's news conference in Washington. Elmer W. Lower is producer.

Sunday, Sept. 27 (6-7 p.m. EDT) -- "Journey to Understanding: Report 17" -- Khrushchev address to be telecast exclusively by NBC, with English translation every few sentences.

Sunday, Sept. 27 (10:30-11 p.m. EDT) -- "Journey to Understanding: Report 18" -- An appraisal of the Khrushchev visit by NBC News correspondents. Chet Hagan is producer.

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NBC-New York, 9/10/59



NBC-TV NETWORK PROGRAM

'TODAY' PLANS FEATURES ON KHRUSHCHEV VISIT THROUGHOUT SCHEDULE  
OF SEPT. 14-18, WITH ENTIRE SEPT. 15 SHOW DEVOTED TO TOPIC

Dave Garroway's "Today" series will devote its entire two-hour program on the NBC-TV Network Tuesday, Sept. 15 to a portrait of Nikita S. Khrushchev as part of its extensive through-the-week coverage of the Soviet premier's visit to the United States (NBC-TV Network, Monday through Friday, 7-9 a.m. EDT).

"By watching 'Today' every morning that week, the American public can get the first news reports of the day on all phases of Khrushchev's trip, including a complete wrap-up of events the preceding day and a projection of activities scheduled in the hours ahead," Robert L. Bendick, "Today" producer, said. The Khrushchev coverage will be included in the "Today" telecasts of Monday through Friday, Sept. 14-18 (7-9 a.m. EDT).

Adlai Stevenson and Sen. Hubert H. Humphrey of Minnesota will be among the participants in Tuesday's program, all of whom met and conversed with Mr. Khrushchev on some matter. Other guests on the program that day will include George V. Allen, director of the United States Information Agency; Harrison Salisbury, former Moscow correspondent of the New York Times, who is a Pulitzer Prize-winner; Roswell (Bob) Garst, the Coon Rapids, Iowa, farmer who has visited the Soviet Union three times and has been Mr. Khrushchev's personal guest, and Dr. John E. Ivy Jr., executive vice president of New York University.

(more)





"We're taking a close look at the man who is pitting his personal diplomacy against that of President Eisenhower and our Government," Mr. Bendick said. "We will present a comprehensive, authoritative picture of Khrushchev -- his early life, political background, what motivates him, his philosophy, likes and dislikes, what he reads, what he eats, the kind of music he enjoys, his sense of humor, what he believes about the United States, and what is likely to surprise him here in view of his misconceptions about this country. Many of the facets of his personality that we will explore have never been shown to the American people.

"We feel that this kind of accurate, well-rounded description of the Soviet leader is important to an understanding of his trip and his policies."

Harrison Salisbury, who covered the Russian capital for many years, is serving as consultant to the "Today" staff in the preparation of Tuesday's program, entitled "Khrushchev Today." Gene Jones, "Today" program manager, is coordinating the many elements of this special program. Important segments will include:

A description of Mr. Khrushchev's early life and political career (7:15 a.m. EDT), illustrated with documentary and newsreel films assembled from major world archives, still photographs, and replicas of the Soviet premier's personal belongings.

A discussion of the issues of debate between the United States and Russia, together with an appraisal of our country's position in these critical matters (7:45 a.m. EDT). Dave Garroway and Mr. Salisbury will lead off the discussion and they will be joined in their talk by George V. Allen and NBC correspondent Martin Agronsky, speaking from Washington.

(more)





A round table on Mr. Khrushchev's multi-faceted personality, presenting the views of Mr. Stevenson, Sen Humphrey, Dr. Ivy, Mr. Garst and others who have had personal contact with Mr. Khrushchev. This will take place in the "Today" studio in New York, and television monitors will be on the table at the places of those who will speak from other cities. Mr. Garst, for example, will participate in the panel discussion from Des Moines.

Other features in "Today's" coverage of Mr. Khrushchev's visit will include:

Monday, Sept. 14 -- Telecasts from the United Nations, with Pauline Frederick, NBC's UN correspondent, interviewing representatives of other governments on what they hope will be accomplished by the General Assembly, opening that day, and what they think will result from Mr. Khrushchev's visit here. A radio conversation between Dave Garroway and A. I. Goldberg, Associated Press correspondent assigned to the Moscow bureau.

Wednesday, Sept. 16 -- Special reports from Washington by "Today" reporter Richard McCutchen, who has been assigned to cover Mr. Khrushchev's activities throughout his trip. These will include filmed reports on Washington reaction to the Soviet premier's arrival and live interviews with newsmen on what questions they plan to ask Mr. Khrushchev later that day at the National Press Club.

Thursday, Sept. 17 -- The showing of a tape of Mr. Khrushchev's address before the National Press Club in Washington, with the action stopped at intervals to obtain

(more)



comments from an audience of representative Americans in the "Today" studio. A report by Mr. McCutchen from Union Station in Washington on Mr. Khrushchev's departure for New York.

Friday, Sept. 18 -- Interviews by Mr. Garroway at the United Nations with top diplomatic officials of foreign countries on what they think Mr. Khrushchev may say in his address that day before the General Assembly, and on possible effects of his speech. Reports from Mr. McCutchen on crowds outside the United Nations Building and the Waldorf-Astoria Hotel, where Mr. Khrushchev will stay in New York.

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NBC-New York, 9/10/59





COLORCAST

' SUNDAY SHOWCASE '

- - -

Cast and Credits for 'Sunday Showcase' Colorcast Production  
of 'People Kill People, Sometimes' on NBC-TV Network  
Sunday, Sept. 20 (8-9 P.M. EDT)

GERALDINE PAGE

GEORGE C. SCOTT

and

SPECIAL GUEST STAR JASON ROBARDS JR.

with

NAN MARTIN

and

ZINE BETHUNE

in

PEOPLE KILL PEOPLE, SOMETIMES

By S. Lee Pogostin

EXECUTIVE PRODUCER.....Robert Alan Aurthur

DIRECTOR-PRODUCER.....John Frankenheimer

AN NBC PRODUCTION

(more)

SUNDAY SPECIAL

and create the Sunday Special, colored program  
of people with people, broadcast on NBC-TV network  
Sunday, Sept. 20 (8-9 P.M. EDT)

GENERAL PAGE

THE NEW YORK TIMES

THE

RECEIVED FIRST STAR NEWS SERVICE

NEW

NEW YORK

AND

THE NEW YORK TIMES

IN

THE NEW YORK TIMES

BY THE NEW YORK TIMES

THE NEW YORK TIMES...  
THE NEW YORK TIMES...

THE NEW YORK TIMES

2 - Credits for 'People Kill People, Sometimes'

CAST PRINCIPALS

GERALDINE PAGE

as Virginia Reed

GEORGE C. SCOTT

as Richard Bryan

SPECIAL GUEST STAR JASON ROBARDS JR.

as Alex Reed

NAN MARTIN

as Nancy Putman

ZINA BETHUNE

as Carol Reed

IRVING STEINBERG

as The Prowler

KATE HARKIN

as Alice

\* \* \*

PRODUCTION DESIGNED BY.....Otis Riggs

COSTUMES.....Noel Taylor

GRAPHIC ARTS.....Stas Pyka

MAKEUP.....Bob O'Bradovich

ASSOCIATE DIRECTOR.....Hal Venho

PRODUCTION ASSISTANT.....Jane Wetherell

CASTING.....Edith Hamlin

STAGE MANAGERS.....Sam Kirshman

Dick Auerbach

MUSIC SUPERVISOR.....Phebe Haas

LIGHTING.....Phil Hymes

(more)

CASEY PRESTON

GENERAL MANAGER

As Virginia Road

GEORGE C. BROWN

As Virginia Road

SPECIAL GUEST STARS JASON REYNOLDS JR.

As Virginia Road

MAN MANHATTAN

As Virginia Road

ALMA BENTON

As Virginia Road

IRVING STEINBERG

As Virginia Road

THE HARKIN

As Virginia Road

...

LOCATION DESIGNATED BY:.....  
UNITS.....  
FIC ARTS.....  
UT.....  
CLATS DIRECTOR.....  
LOCATION ASSISTANT.....  
INC.....  
S MANAGER.....  
Dial Answer

### 3 - Credits for 'People Kill People, Sometimes'

VIDEO.....Arnold Dick  
AUDIO.....Norman Ogg  
UNIT MANAGER.....Bruce Bassett  
TECHNICAL DIRECTOR.....Larry Elikann  
ASSOCIATE PRODUCER.....Alex March

\* \* \*

#### THE STORY

"People Kill People, Sometimes" is the story of two people, Alex and Virginia Reed, who try to find values in a world where none of the values seem to add up. They are a charming, sophisticated and wealthy couple, with a teenaged daughter, Carol, but their marriage is headed for the rocks. Alex tells Virginia he wants a divorce in order to marry Nancy Putman, a young lady he met recently. Virginia goes to pieces, despite the kind attention of her psychiatrist, Richard Bryan. An unforeseen occurrence makes rubble of Alex's plans and brings tragedy to the family.

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NBC-New York, 9/10/59



PRODUCED BY.....  
MANAGER.....  
SICAL DIRECTOR.....  
STATE PRODUCTION.....

\* \* \*

THE STORY

"People Kill People, Combined" is the story of two people  
Virginia Reed, who try to find value in a world where  
has been to add up. They are a charming, sophisticated  
couple, with a teenage daughter, Carol, but their marriage  
for the worse. Alex tells Virginia he wants a divorce in  
y Nancy Putnam, a young lady of good breeding. Virginia  
despite the kind attention of her psychiatrist, Richard  
even more because names of Alex's friends and things  
family.

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REC-NEW YORK 4/10/52

CREDITS FOR 'A TOAST TO JEROME KERN' 90-MINUTE COLORCAST SPECIAL  
ON THE NBC-TV NETWORK TUESDAY, SEPT. 22

TITLE: "A Toast to Jerome Kern"  
DATE: Tuesday, Sept. 22, 1959  
TIME: NBC-TV Network, 9-10:30 p.m. EDT, live,  
in color and black and white, originating  
in Hollywood  
HOST: Bob Cummings  
STARRING: Howard Keel, Patrice Munsel, Carol Channing  
WITH: Kelly Brown, Bambi Linn and John W. Bubbles  
SPECIAL GUEST STARS: Louis Prima and Keely Smith with Sam Butera  
and the Witnesses  
PRODUCER: Robert Wells  
DIRECTOR: Greg Garrison  
WRITERS: Robert Wells, Johnny Bradford, Peter Farrow  
CHOREOGRAPHER: Herb Ross  
MUSICAL DIRECTOR: Paul Weston  
ASSOCIATE PRODUCER: James Loren  
MUSICAL ADVISER: David Saxon  
ART DIRECTOR: Paul Barnes  
UNIT MANAGER: Ron Oxford  
WARDROBE: Bob Carlton

(more)



2 - 'A Toast to Jerome Kern' -- Credits

ASSOCIATE DIRECTOR: Jules Seidman  
TECHNICAL DIRECTOR: Clair McCoy  
LIGHTING DIRECTOR: John Casagrande  
AUDIO: Bill Levitsky  
ANNOUNCER: Hugh Downs  
PRODUCTION: Miradero Productions, in association with  
the NBC Television Network  
SPONSOR: United States Brewers Foundation  
AGENCY: J. Walter Thompson Company  
NBC PRESS CONTACT: Bill Fague (Hollywood)  
Leonard Meyers (New York)

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NBC-New York, 9/10/59

DIRECTOR:

John G. Thompson

DIRECTOR:

John G. Thompson

DIRECTOR:

John G. Thompson

John G. Thompson

John G. Thompson

John G. Thompson

John G. Thompson

John G. Thompson

John G. Thompson

John G. Thompson

DIRECTOR:

John G. Thompson

John G. Thompson

John G. Thompson



CAST AND CREDITS FOR 'AMERICA PAUSES IN SEPTEMBER,'  
NBC-TV NETWORK SPECIAL TELECAST FRIDAY, SEPT. 18

TITLE: "America Pauses In September"

DATE: NBC-TV Network, Friday, Sept. 18, 8:30-  
9:30 p.m. EDT

HOST-NARRATOR: Burgess Meredith

STARS: The Kingston Trio, Art Linkletter, Julie  
London, Gene Nelson, Alan Young, the cast  
of "Holiday On Ice," Alfred Apaka, the  
Martin Denny Group.

EXECUTIVE PRODUCER: Alan Neumann

LOCATION PRODUCERS: Ed Pierce and David Englander

LOCATION DIRECTORS: Sid Smith, Lee Tredanari and Joe Behar

WRITER: Gordon Auchincloss

TECHNICAL SUPERVISOR: Don Pike

SPONSOR: The Coca-Cola Company

AGENCY: McCann-Erickson, Inc.

POINTS OF ORIGINATION: Hamilton, Bermuda; aboard the S. S. Queen of  
Bermuda (at sea); a housing development  
in San Diego, Calif.; the campus of  
U. C. L. A. in Los Angeles; an ice rink  
in Sioux City, Iowa; the Indiana State  
Fair in Indianapolis, Ind.; the Sahara in  
Las Vegas, Nev., and a Hawaiian village  
outside of Honolulu, Hawaii.

NBC PRESS CONTACTS: Betty Lanigan (New York); Doug Gordon  
(Hollywood).

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NBC-New York, 9/10/59



## COLORCASTS

### A CONTENTED ERNIE FORD PREPARED FOR NEW SEASON

Feeling as contented as "a swarm of June bugs in a barrel of mash," Tennessee Ernie Ford wound up his Summer vacation in Detroit this week and began work on his new season heading "The Ford Show," which returns to the NBC-TV Network Thursday, Oct. 1 (colorcast, 9:30-10 p.m. NYT).

Ford spent last week conferring with sales representatives and distributors of the Ford Division of the Ford Motor Co., sponsors of his colorcasts. The 1959-60 season marks the fourth year that the Ford company has sponsored Ernie in his high-rated program of down-to-earth entertainment.

This season's shows, in which he will once again be backed by his Top Twenty singing group, will have the same informal format of past seasons. Among the guests already set are William Bendix, Ronald Reagan, Cliff Arquette, Gordon Scott and Minnie Pearl.

NBC-New York, 9/10/59





CAST AND CREDITS FOR 'FIBBER MCGEE AND MOLLY' ON NBC-TV NETWORK

TIME: NBC-TV Network, Tuesdays, 8:30 p.m.  
EDT

PREMIERE DATE: Sept. 15, 1959

FORMAT: A domestic comedy series based on the  
characters created for the famous  
radio show of the same name.

PREMIERE SHOW: "The Trailer"

STARRING: Bob Sweeney as Fibber and Cathy Lewis  
as Molly

CAST: Addison Richards as Doc Gamble  
Harold Peary as Mayor La Trivia  
Barbara Beaird as Teeny  
Charles Lane as the salesman

PRODUCED AND DIRECTED BY: William Asher

WRITTEN BY: Bill Davenport

ASSOCIATE PRODUCER: Charles C. Irwin, Jr.

DIRECTOR OF PHOTOGRAPHY: George T. Clemens, A. S. C.

ART DIRECTORS: Hans Peters and Leroy Coleman

SET DECORATIONS: Henry Grace, Robert C. Bradfield

FILM EDITOR: Jack J. Ruggiero

ASSISTANT DIRECTOR: Robert G. Shannon

MUSIC SUPERVISION: Raoul Kraushaar

RECORDING SUPERVISOR: Frank Milton

SPONSORS: Singer Sewing Machine Co. through  
Young and Rubicam Inc. and Standard  
Brands Inc. through J. Walter  
Thompson Company.

NBC PRESS REPRESENTATIVES: Herm Lewis (Hollywood), Al Cammann  
(New York)





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September 11, 1959

"CHEVY SHOW" TO HAVE "INTERNATIONAL LOOK" IN 1959-60

- - -

World's Top Performers to Highlight Exciting Entertainment "Keyed To Diversity"; "Dinah Shore Chevy Show" Will Comprise 20 of Colorcast Series' 35 Programs

FOR RELEASE MONDAY A.M. SEPT. 14

Exciting entertainment with an "international look that is keyed to diversity" is the concept of "The Chevy Show" for the new season of the Sunday night colorcast series on NBC-TV, according to Henry Jaffe, executive producer of the Chevrolet-sponsored series.

"The Dinah Shore Chevy Show" will comprise 20 of the total of 35 "Chevy Shows."

"Dinah will not only 'see the U. S. A.," noted Jaffe, "the U. S. A. will see the top entertainers of the world, in as fine a showcase as we can give them."

Among the highlights of the schedule:

Joan Crawford has been set for the second "Dinah Shore Chevy Show" Oct. 11, originating in New York.

The series kicks off, as previously announced, on Oct. 4 when Dinah will present live from New York, world heavyweight champion Ingemar Johansson, and Gwen Verdon, among other guests.

(more)



There will be a special "Chevy Show" on Sept. 27 on completion of the Summer season and immediately before the return of "The Dinah Shore Chevy Show." This will be a program starring Roy Rogers and Dale Evans, Edie Adams, Audie Murphy, Connie Francis, Eddy Arnold and The Hollywood Square Dancers. One of the features of this program was the use of a mobile color unit to tape sequences at the Roy Rogers Ranch. This was produced and directed by Alan Handley.

Dinah will present, on Oct. 25, the first of the international shows. For this presentation, outstanding talent from seven countries of the Far East will be imported. Among the exotic performers will be Grace Chang, one of the top motion picture stars from Hong Kong; Yukiiji Asaoka, Japan's top television star; Kim Hee Duk, the 11-year-old Korean drummer whose reputation has soared beyond the borders of her country; the Rocky Fellers of the Philippines, the Fiji marching band, the Philippine folk ballet and a troupe of Indonesian dancers.

This kind of programming, according to Jaffe, seems to have a particular appeal for the American public, judging from the reception and high ratings accorded Dinah's Hawaiian telecast and the Japanese show starring Shirley MacLaine and Louis Jourdan.

Among other promises to be fulfilled are an all-French and an all-Italian "Chevy Show" to be presented by Dinah, a cavalcade of state fairs starring Roy Rogers and Dale Evans, the ever-popular rodeo with the same team, and a host of guest stars of the calibre that has made "The Chevy Show" the consistent leader in its field of musical variety.

This Summer, Dinah Shore toured Europe to look for talent and tunes. To enhance the international look, the star has commis-

(more)





sioned an original wardrobe from leading designers in both Europe and the United States. Such French couturiers as Balmain and Givenchy, the Italian Galitzine, the Americans, Traina Norell and Pauline Tregere, and Dinah's "Chevy Show" designer, Bob Carlton, will be represented in what should amount to a fashion event each program.

To carry out this ambitious program has taken many months of preparation. Jaffe dispatched producer Bob Finkel to Europe to select the performers to appear on the French and Italian programs. Negotiations are being concluded currently.

Producer Alan Handley has made a tour of Mexico to search for talent for presentation here.

NBC-TV executive George Schlatter, assistant to Hal Kemp, director of live television, Hollywood, was sent to the Orient by Jaffe during the Summer for the talent to be seen Oct. 25.

There will be some new faces behind the scenes of "The Dinah Shore Chevy Shows" on producer-director Bob Finkel's staff. Charles Isaacs as head writer, and Carl Reiner as a writer and performer, provide some of the new look. Norman Luboff has been signed to do special material and direct the choral group. Dean Whitmore again will be director and Tony Charmoli returns as choreographer to stage all the musical numbers. Ticker Freeman, who creates vocal routines, and Earl Brown, who writes special material; Harry Zimmerman and his orchestra are others who will be back for the new season.

Bob Henry, completing another successful Summer season of "Chevy Shows," has been assigned to produce and direct the Oct. 18th "Chevy Show."

Alan Handley, who produced and directed the highly successful "Chevy Shows" starring Roy Rogers and Dale Evans and the Japanese "Chevy Show," will handle the reins on a number of other "Chevy Show" assignments this Fall.

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# NATIONAL BROADCASTING COMPANY

special announcement

September 11, 1959

NBC NEWS CHARTERS CONVAIR 440 TO SERVE AS A 'FLYING NEWSROOM'  
FOR 15-MAN CREW COVERING KHRUSHCHEV TOUR ON TV AND RADIO

NBC News has chartered a Convair 440 to serve as a "flying newsroom" that will leap-frog ahead of Soviet Premier Nikita S. Khrushchev on his American tour and cover his visits around the country for the NBC Television and Radio Networks.

The flying newsroom, carrying a 15-man NBC News crew, will travel at night during the hours Mr. Khrushchev is resting. It will thus land at each city ahead of him and permit complete coverage, starting with his arrival.

The air-borne newsroom will supplement coverage by the NBC News team -- including correspondents Morgan Beatty, David Brinkley, Joseph Michaels and Ray Scherer, cameraman Bradford Kress and soundman John Langenegger -- who will accompany the Soviet Premier.

The Convair 440, which will be in direct radio communication with NBC News, New York, is equipped with kitchen and sleeping accommodations and thus will serve as a flying hotel as well as a newsroom for the NBC crew.

The news team aboard the plane will be headed by Don Meaney, NBC News' national TV news editor, who will coordinate all film assignments. It will also include Eliot Frankel, news editor and associate producer of the "Texaco Huntley-Brinkley Report," who will

(more)





supervise coverage for that program and for a number of the special programs on the Khrushchev visit.

Other members of the NBC News team include director James Kitchell, cameraman Thomas Priestley, soundman Jerome Gold, radio engineers Harold Schneider and Harry Grelck, and unit manager John Walsh.

A special unit traveling on the Convair will provide coverage for the NBC-TV Network's "Today" program. The "Today" unit includes reporter Dick McCutchen, director Fred Rheinstein, and assistant director Norman Cook.

The flying news team will make use of film, live television and video tape for their coverage and will draw on the nationwide facilities of NBC and its affiliated stations along their route. The newsmen will provide coverage for all regular news programs on the NBC Television and Radio Networks, in addition to the series of special programs covering the Khrushchev visit.

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NBC-New York, 9/11/59





September 11, 1959

REUNION ON 'HALL OF FAME'

- - -

Christopher Plummer to Co-Star with Julie Harris

In Colorcast of "A Doll's House"

Christopher Plummer has been signed by producer-director George Schaefer to co-star with Julie Harris in the "Hallmark Hall of Fame" color production of "A Doll's House" on the NBC-TV Network, Sunday, Nov. 15 (7:30-9 p.m. EST).

Selection of Plummer, who is currently starring on Broadway in the Pulitzer Prize drama, "J. B.", will reunite the four-star combination of Miss Harris, Plummer, Schaefer and writer James Costigan which was responsible for the multiple award-winning teleplay, "Little Moon of Alban."

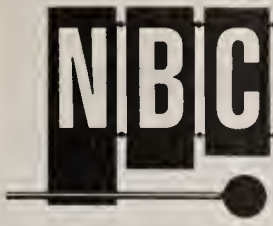
Costigan has adapted the Henrik Ibsen drama, "A Doll's House," for the "Hallmark" series, and has also written the TV version of "The Cradle Song," which is being video-taped this month for presentation on "Hallmark Hall of Fame" next April.

"A Doll's House" is the third "Hallmark" production in which Plummer has co-starred with Miss Harris. In addition to "Little Moon of Alban," he was seen with Miss Harris in "Johnny Belinda" a year ago. He will portray the husband, Torvald Helmer, to Miss Harris' Nora in "A Doll's House."

The busy Miss Harris will open on Broadway Oct. 20 in her new play, "The Warm Peninsula."

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## FEATURE

September 11, 1959

YOU CAN BET YOUR LIFE THAT GROUCHO MARX IS RETURNING  
TO NBC TELEVISION AND NBC RADIO FOR A BIG NEW SEASON

- - -

Some New Features Will Be Included in Long-Run Series Starting  
Season Thursday, Sept. 24 on TV and Monday, Sept. 28 on Radio

The new will vie with the old when quizmaster Groucho Marx opens the 13th year of the comedy-quiz show, "Groucho Marx -- You Bet Your Life" on the NBC-TV Network Thursday, Sept. 24 (10 p.m. NYT) and on the NBC Radio Network Monday, Sept. 28 (8:05 p.m. NYT). The series started on NBC Radio in 1947 and on NBC-TV in 1950.

True, all the personnel on the show will be back -- Groucho, right-hand man George Fenneman, Jack Meakin and his "musical madmen," the contestants and the duck.

Also unchanged will be the show's format in which paired contestants engage a self-styled "kindly old quizmaster" in unrehearsed repartee before plunging into a quiz that can lead them to a top prize of \$10,000 per couple.

But there will also be: (1) a new betting procedure for the contestants, (2) a new set, (3) new theme music and (4) new animated cartoons to open the show.

Under the new betting system, contestants no longer can lose, in their try for the jackpot question, any of the money they have won in the quiz. Contestants now will be given their choice by Fenneman of  
(more)





a trayful of questions in the category they have selected. The questions carry values of \$100, \$200 and \$300. To win a shot at the jackpot query, contestants must correctly answer \$500 worth of questions in no more than four tries. The jackpot question answered correctly still will be worth \$10,000, \$5,000 or \$2,000 depending on whether the wheel of fortune spun by the contestants comes up with their first-choice number, their second-choice number or neither.

The foregoing will take place on an all-new modernistic set created by staff art director Lawrence Klein. The set, placed at an angle to the camera instead of straight on, is pale green, has vertically grooved, smooth-textured walls with inserts of translucent paneling and a base planter following the length of the walls. It looks more like Groucho's patio than his place of business.

The new music, written by Meakin, is entitled "Groucho and the Wolf" and will back opening and closing credits, with a variation of it serving as "playoff" music for the contestants. In Meakin's words, "Groucho and the Wolf" is "in manner of, but not based on, Serge Prokofiev's 'Peter and the Wolf', -- sort of pixie progressive."

On screen, above this new music at the show's opening, will be new animation that starts with a spinning wheel-of-fortune. The wheels become the "O" in Groucho, then Groucho's eyes. The eyes then are joined by moustache, eyebrows and cigar and it's off to the races as the series whirls into its 13th year.

Also new, as alternate TV sponsor, will be Pharmaceuticals, Inc., and its subsidiary, the J. B. Williams Company, through the Parkson Advertising Agency, Inc. The returning TV sponsor is Lever Brothers, through the advertising agency of Batten, Barton, Durstine and Osborn, Inc.

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CREDITS FOR 'YOU BET YOUR LIFE' ON THE NBC-TV AND RADIO NETWORKS

TIME: Thursdays, 10 p.m. EDT on NBC-TV;  
Mondays, 8:05 p.m. EDT on NBC Radio

RETURN DATE: Thursday, Sept. 24 on the NBC-TV Net-  
work, Sept. 28 on the NBC Radio  
Network.

STAR: Groucho Marx

FORMAT: Comedy quiz show

PRODUCER: John Guedel

DIRECTORS: Robert Dwan and Bernie Smith

PROGRAM STAFF: Hy Freedman and Howard Harris

PROGRAM MANAGERS: Edwin I. Mills, Richard Hall and  
Marion Pollock

MUSIC DIRECTOR: Jack Meakin

PRODUCTION SUPERVISOR: Art Bruckman

PRODUCTION ASSISTANT: Willis Oborn

FILMED BY: Filmcraft Productions, Hollywood

PRODUCTION MANAGER: Jack Lacey

DIRECTOR OF PHOTOGRAPHY: Alan Stensvold, A. S. C.

SUPERVISING FILM EDITOR: Norman Colbert, A. C. E.

FILM EDITOR: Robert Ford

ANNOUNCER: George Fenneman

TV SPONSORS (AND AGENCIES): Lever Brothers (through Batten,  
Barton, Durstine and Osborn, Inc.)  
Pharmaceuticals, Inc. (through  
Parkson Advertising Agency).

RADIO SPONSORS: Various (participating).

ORIGINAL TV STARTING DATE: Oct. 5, 1950.

ORIGINAL RADIO STARTING DATE: Oct. 27, 1947.

NBC PRESS REPRESENTATIVES: Bob Goldwater (New York) and Norm  
Frisch (Hollywood). 9/11/59





September 11, 1959

SONGSTRESS MARTI BARRIS IS FIRST PERFORMER SIGNED  
TO EXCLUSIVE 5-YEAR CONTRACT UNDER NBC-TV NETWORK  
TALENT DISCOVERY AND DEVELOPMENT PROGRAM

Young singing star Marti Barris is the first performer to sign an exclusive five-year contract with the NBC Television Network under its new Talent Discovery and Development program, David Levy, NBC Vice President, Programs and Talent, announced today.

Miss Barris, one of America's newest recording finds, is best known for the recent hit records "Scottish Fling" and "You're My Thrill." She also has appeared on television with Bob Crosby, Art Linkletter and Lawrence Welk, and on the stage in Ken Murray's "Black-outs." She has performed in some of the West's leading nightclubs.

Marti, 21, is the daughter of Harry Barris and Loyce Whiteman, two of the nation's best-known recording stars during the 1930s. Loyce Whiteman was the first girl to start the trend of big band singers at the Cocoanut Grove and Barris was one of the original Rhythm Boys with Bing Crosby. He is the composer of such hit tunes as "Mississippi Mud," "I Surrender, Dear" and "Lies."

The blonde, hazel-eyed Miss Barris has completed two and one-half years at the University of Southern California, where she majored in music composition and dramatics. She is a member of Sigma Alpha Iota, a professional music sorority.

(more)





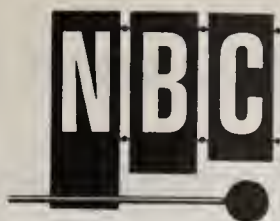
She and her mother own a music publishing company -- Marti Music -- and Miss Barris is one of the youngest members of A.S.C.A.P. She currently has two new recordings out on the Wilco label, "Who's Gonna Walk Me Down the Aisle?" and "The Handsomest Boy in Town."

NBC-TV's talent discovery and development program was launched last week under the direction of David Tebet, Director of Talent Relations for NBC. The search is concentrated in four areas: (1) emcees and hosts for daytime programs, (2) singers, comedians and specialty acts for variety shows, (3) stars and leads for NBC produced pilot films, and (4) dramatic actors for NBC-produced live shows.

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NBC-New York, 9/11/59





## FEATURE

September 11, 1959

'AMERICA PAUSES IN SEPTEMBER'

- - -

Big Stars in Novel Pickups from Many Points

Highlight Friday, Sept. 18 Special Telecast

A salute to the stimulating month of September, when most vacations are over and school has begun, will be presented on the NBC-TV Network Friday, Sept. 18 (8:30-9:30 p.m. EDT) on the special telecast, "America Pauses in September." The Kingston Trio, Art Linkletter, Julie London, Gene Nelson, the cast of "Holiday on Ice," Alan Young, Alfred Apaka and the Martin Denny Group will be seen engaged in the happy pursuits which mark the advent of Autumn in the United States.

The Kingston Trio, from the Los Angeles campus of U.C.L.A. will be entertaining during the festivities preceding the U.C.L.A.-Purdue football game. They will sing their hit recording "M.T.A." and the calypso tune "It Takes a Worried Man."

Art Linkletter will be seen in Indianapolis, Ind., where he will conduct comedy interviews with some of the crowd attending the Indiana State Fair.

Julie London will be seen in rehearsal at the Sahara, in Las Vegas, Nev., where she is preparing the act she will be doing this Fall and Winter in nightclubs. She will sing "Say It Isn't So" and "'S Wonderful."

(more)





## 2 - 'America Pauses in September'

Gene Nelson's dance number will be one of the highlights of the show -- a television "first" since it was video taped aboard the S. S. Queen of Bermuda while the ship was en route from Bermuda to New York. The dance opens ashore in Hamilton, Bermuda, but the bulk of the number -- choreographed by Nelson, and danced by Nelson, lead dancer Pat Horne and four girl dancers -- is done aboard the ship. This number symbolizes the return from vacation of thousands of American tourists about to begin another "work year."

From a "half an acre of ice" in Sioux City, Iowa, the company of "Holiday on Ice" will show a sample of this year's new ice production. This is the same company which scored as a tremendous hit in Moscow last year. The Sioux City date is one of the first in the troupe's nationwide road tour for '59-'60.

Alan Young's comedy sketch, video taped on location in San Diego, Calif., was done in the center of an enormous housing development of one-story ranch structures. For their "set" the producers built a second story on top of one of the houses. This segment tells of the boom in the West Coast construction business.

Alfred Apaka, popular Hawaiian singer and the Martin Denny Group, photographed in a Hawaiian village on the outskirts of Honolulu, complete the highlight roster for the full-hour Coca-Cola special produced by Alan Neuman.

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NBC-New York, 9/11/59



NBC-TV AND RADIO NETWORK PROGRAM

INDIA'S V. K. KRISHNA MENON ON "MEET THE PRESS" SUNDAY, SEPT. 20

V. K. Krishna Menon, India's Defense Minister who is coming to New York to head the Indian delegation to the United Nations, will be guest on "Meet the Press" Sunday, Sept. 20 (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

He will be interviewed by Pauline Frederick of NBC News, Ernest K. Lindley of Newsweek, Eric Britter of the London Times and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press." The program will be telecast live from the NBC studios in New York. "Meet the Press" is a Public Affairs presentation of NBC News.

NBC-New York, 9/11/59



NBC TELEVISION NETWORK



NEWS

September 11, 1959

NBC-TV NETWORK COLORCAST SCHEDULE

For October

NOTE: NBC will colorcast the World Series baseball games (which start Wednesday, Sept. 30) if location of games permits. Details will be announced.

Thursday and Friday, Oct. 1 and 2 (EDT)

6:30-7 a.m. -- "Continental Classroom" -- college-level demonstration course in Modern Chemistry. Dr. John W. Baxter is teacher.

12:30-1 p.m. -- "It Could Be You" -- an audience participation show, with surprises. Bill Leyden is host.

Thursday, Oct. 1 (EDT)

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with tonight's guest William Bendix. (Season's premiere).

Friday, Oct. 2 (EDT)

8:30-9:30 p.m. -- "The Art Carney Show" premiere. Tonight -- "Small World Revue," music and variety starring Art Carney with Hermione Gingold, Edie Adams, Miyoshi Umeki and Hans Conried.

(more)





2 - NBC-TV Network Colorcast Schedule

Saturday, Oct. 3 (EDT)

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" -- filmed Western-adventure series.

Sunday, Oct. 4 (EDT)

8-9 p.m. -- "Sunday Showcase" presents "What Makes Sammy Run?"

(Part II). Starring are John Forsythe, Barbara Rush, Dina Merrill and Larry Blyden as Sammy. Sidney Blackmer is special guest star.

9-10 p.m. -- "The Dinah Shore Chevy Show" (Season's premiere)

Monday through Friday, Oct. 5-9 (EDT)

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

Monday, Oct. 5 (EDT)

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, Oct. 6 (EDT)

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-11 p.m. -- "Ford Startime" presents "The Wonderful World of Entertainment," a revue starring Rosalind Russell with Maurice Chevalier, Jack Paar, Kate Smith, Polly Bergen, Eddie Foy Jr. and Eddie Hodges.

Wednesday, Oct. 7 (EDT)

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Oct. 8 (EDT)

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

(more)



### 3 - NBC-TV Network Colorcast Schedule

#### Friday, Oct. 9 (EDT)

8:30-9:30 p.m. -- "The Bell Telephone Hour," starring Alfred Drake, Sally Ann Howes, violinist Zino Francescatti, the Ballet Russe de Monte Carlo, the Kingston Trio, and Red Nichols and his Five Pennies with Connee Boswell. Donald Voorhees conducts the Bell Telephone Orchestra.

#### Saturday, Oct. 10 (EDT)

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

#### Sunday, Oct. 11 (EDT)

8-9 p.m. -- "The Milton Berle Special," starring Berle, with guests Lana Turner, Danny Thomas and Peter Lawford.

9-10 p.m. -- "The Dinah Shore Chevy Show"

#### Monday through Friday, Oct. 12-16 (EDT)

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

#### Monday, Oct. 12 (EDT)

10-11 p.m. -- "The Steve Allen Plymouth Show"

#### Tuesday, Oct. 13 (EDT)

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime" (program details to be announced)

#### Wednesday, Oct. 14 (EDT)

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

#### Thursday, Oct. 15 (EDT)

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

#### Friday, Oct. 16 (EDT)

8:30-9:30 p.m. -- Variety program (details to be announced)

(more)





#### 4 - NBC-TV Network Colorcast Schedule

##### Saturday, Oct. 17 (EDT)

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

2:15 p.m.-to -- NBC-NCAA football game between Michigan State and  
conclusion  
(EDT) Notre Dame at Spartan Stadium, East Lansing, Mich.

7:30-8:30 p.m. -- "Bonanza"

##### Sunday, Oct. 18 (EDT)

8-9 p.m. -- "Our American Heritage" -- "Divided We Stand," starring  
Ralph Bellamy as Thomas Jefferson and co-starring Arthur  
Kennedy as Alexander Hamilton, with Ron Randell as Citizen  
Genet and Howard St. John as George Washington. (Series  
premiere)

9-10 p.m. -- "The Dinah Shore Chevy Show"

10-11 p.m. -- Rexall TV Special -- "Strawberry Blonde," starring  
Janet Blair, David Wayne and Eddie Bracken.

##### Monday through Friday, Oct. 19-23 (EDT)

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

##### Monday, Oct. 19 (EDT)

10-11 p.m. -- "The Steve Allen Plymouth Show"

##### Tuesday, Oct. 20 (EDT)

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-11 p.m. -- "Ford Startime" presents Ingrid Bergman starring in  
Henry James' "The Turn of the Screw." John Frankenheimer is  
producer-director.

##### Wednesday, Oct. 21 (EDT)

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

(more)



2 - NBC-TV Network Colorcast Schedule

Thursday, Oct. 22 (EDT)

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Oct. 23 (EDT)

8:30-9:30 p.m. -- "The Bell Telephone Hour" presents a musical program with the Old West as its theme. Starring are Burl Ives, Dolores Gray, Art Lund, Patrice Munsel, Brian Sullivan, Janis Paige, Johnny Cash and the American Ballet Theatre with John Kriza and Ruth Ann Koesun. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Oct. 24 (EDT)

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

NOTE: NBC will colorcast an NCAA Big Ten football game today. Teams and starting time will be announced.

7:30-8:30 p.m. -- "Bonanza"

Monday through Friday, Oct. 26-30 (EST)

6:30-7 a.m. -- "Continental Classroom"

12:30-1 p.m. -- "It Could Be You"

Monday, Oct. 26 (EST)

9:30-11 p.m. -- "The Hallmark Hall of Fame" presents Don Murray, Piper Laurie, George C. Scott and Charles Bickford in Maxwell Anderson's "Winterset." George Schaefer is producer-director.

Tuesday, Oct. 27 (EST)

9-9:30 p.m. -- "The Arthur Murray Party"

9:30-10:30 p.m. -- "Ford Startime" (program details to be announced.)

Wednesday, Oct. 28 (EST)

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

(more)



6 - NBC-TV Network Colorcast Schedule

Thursday, Oct. 29 (EST)

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford

Friday, Oct. 30 (EST)

8-9:30 p.m. -- Sir Laurence Olivier starring in Somerset Maugham's  
"The Moon and Sixpence," with Judith Anderson, Hume Cronyn,  
Jessica Tandy, Geraldine Fitzgerald, Denholm Elliott, Cyril  
Cusack, Murray Matheson and Jean Marsh.

Saturday, Oct. 31 (EST)

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

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NBC-New York, 9/11/59





CREDITS FOR 'THIS IS YOUR LIFE' ON NBC-TV NETWORK

TITLE: "This Is Your Life"

STARTS 1959-60 SEASON: NBC-TV Network, Wednesday, Sept. 30, 1959  
(10 p.m. EDT)

SHOW ORIGINATION: Nov. 14, 1948 on NBC Radio  
Oct. 1, 1952 on NBC Television

FORMAT: Dramatic re-creation of lives of noteworthy persons.

STAR AND EXECUTIVE PRODUCER: Ralph Edwards

PRODUCER: Axel Gruenberg

DIRECTOR: Dick Gottlieb

MUSICAL DIRECTOR: Von Dexter

UNIT MANAGER: Ed Shoffner

WRITERS: Paul Phillips and Will Hayes

RESEARCH: Don Malmberg, Jan Boehme, Janet Tighe and  
Alice Keyser

ANNOUNCER: Bob Warren

TECHNICAL DIRECTOR: Joe Conn

ASSC. DIRECTOR: Rick Oxford

VIDEO ENGINEER: Stan Saueressig

AUDIO ENGINEER: Bob Jensen

LIGHTING DIRECTOR: Bud Wilkins

SPONSOR: Procter & Gamble Co. for Prell Shampoo,  
Joy Dishwashing Detergent and Lilt Home  
Permanent

AGENCY: Leo Burnett Co., Inc.

ORIGINATION: NBC-TV Studios, Burbank, Calif.

NBC PRESS REPRESENTATIVES: Doug Duitsman (Hollywood) and Betty  
Lanigan (New York)

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NBC-New York, 9/11/59



NBC-TV NETWORK PROGRAMS

'THE LAWLESS YEARS' RETURNING TO NBC-TV NETWORK

OCT. 1 IN LATER THURSDAY NIGHT TIME SPOT

"The Lawless Years" will return to the NBC-TV Network in a new Thursday time spot (10:30-11 p.m. NYT) on Oct. 1, replacing "Masquerade Party."

The series presenting dramas of the Jazz Age starring James Gregory as Detective Barney Ruditsky, was seen in an earlier Thursday time spot (8:30-9 p.m. NYT) until Sept. 3.

'TODAY' TO BE PRESENTED VIA VIDEO TAPE STARTING SEPT. 21

The NBC-TV Network's "Today" program will be presented through the use of video tape starting Monday, Sept. 21, it was announced today by Robert L. Bendick, producer of "Today." The taping operation had been tentatively scheduled to start a week earlier, but was postponed because a new alignment of the "Today" staff did not become effective until this week, due to vacation schedules, he said.

("Today" is presented Monday through Friday, 7-9 a.m. EDT.)

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NBC-New York, 9/11/59





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NBC TELEVISION NETWORK



NEWS

September 14, 1959

'SUNDAY SHOWCASE'

PROCTER & GAMBLE CO. TO SPONSOR TWO-PART COLORCAST DRAMATIZATION  
OF BUDD SCHULBERG'S "WHAT MAKES SAMMY RUN?"

The Procter & Gamble Company will sponsor the two-part dramatization of Budd Schulberg's best-selling novel, "What Makes Sammy Run?" on the NBC-TV Network, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The NBC production will be colorcast on the new "Sunday Showcase" series Sunday, Sept. 27 and Sunday, Oct. 4 (8-9 p.m. EDT). It will be directed by Delbert Mann. Robert Alan Aurthur is executive producer of "Sunday Showcase."

Schulberg and his brother, Stuart, have written the television adaptation of the book, which has sold more than two million copies since it was published in 1941. John Forsythe and Larry Blyden head the cast of the two-part presentation.

The Procter & Gamble purchase, for its Crest toothpaste, was made through Benton & Bowles.

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# TRADE NEWS

September 14, 1959

Attention, Sports Editors

NEW VALIANT CAR TO SPONSOR FIRST TELECAST OF U.S.-BRITISH  
RYDER CUP COMPETITION NOV. 7 ON NBC-TV NETWORK

Ryder Cup competition between professional golfers of the United States and Great Britain will be televised for the first time Saturday, Nov. 7 by the NBC Television Network, NBC Sports Director Tom S. Gallery announced today.

The golf telecast, from 6:30 to 7:30 p.m. EDT, will be sponsored by Valiant, Chrysler Corporation's new economy car. This will be the first TV program sponsored by Valiant, according to Jack W. Minor, Director of Marketing of Plymouth-DeSoto-Valiant Division. Advertising agency for Valiant is Batten, Barton, Durstine and Osborn, Inc.

Scene of this year's Ryder Cup match will be the Eldorado Country Club in Palm Desert, Calif. NBC-TV's coverage will include the final holes on the concluding day of play, Nov. 7.

Following the traditional pattern, the first day's action on Nov. 6 will consist of four two-ball foursome matches, with members of each side playing alternate shots. Eight singles matches will be played on the second and final day Nov. 7, when NBC-TV will cover. All matches on both days will be at 36 holes in match play. One point is awarded for each match to make up the total of 12 points for the Ryder Cup competition.

(more)





## 2 - 'Ryder Cup'

The biennial Ryder Cup play alternates between the United States and Great Britain. The British won in 1957, 6½-5½, at Lindrick, England. The Americans were the victors, 8-4, when the competition was last held in this country, in 1955 at Palm Springs, Calif.

The United States leads the series by a 9-3 score, with seven consecutive victories preceding the British triumph in 1957.

The Professional Golfers Association has named a 10-man team to represent the United States. Heading the list is Sam Snead, picked for the seventh time. Others are Jack Burke Jr., named for the fifth time; Cary Middlecoff, Doug Ford, Dow Finsterwald and Art Wall, all on previous teams, and newcomers Julius Boros, Jay Hebert, Bob Rosburg and Mike Souchak.

The British team will include Peter Alliss, Norman Drew, Bernard J. Hunt, Peter Mills, Christy O'Connor, Dai Rees and Harry Weetman. They will select three teammates later this month.

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NBC-New York, 9/14/59





CLIFFORD W. SLAYBAUGH APPOINTED  
MANAGER, ASSOCIATED COMPANIES,  
NBC INTERNATIONAL OPERATIONS

Appointment of Clifford W. Slaybaugh to the newly created post of Manager, Associated Companies, NBC International Operations, was announced today by Alfred R. Stern, Director, NBC International Operations.

Mr. Slaybaugh comes to NBC from RCA where he had been employed for the past 24 years. Since 1946, he had been associated with RCA International in broadcast equipment sales, and more recently was in charge of engineering products marketing.

In his association with RCA International, Mr. Slaybaugh traveled through many parts of the world in the sale and installation of television equipment in foreign countries.

Mr. Slaybaugh was a lieutenant commander in the Navy in World War II and saw four years of active service. He is married and lives with his wife and two children in Scarsdale, N. Y.

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NBC-New York, 9/14/59



MOON STORY ON NBC TELEVISION AND RADIO

- - -

NBC News coverage Gets Unexpected Assist When  
John Chancellor Queries Soviet London Embassy

NBC News' coverage of the Soviet Union's moon rocket was highlighted by an unexpected assist from the Russian Embassy in London.

John Chancellor, NBC News correspondent in London, called Jodrell Bank Radio Telescope as soon as he learned of the rocket and asked the station if it was tracking the Soviet probe. He was told that the British scientists did not have the necessary tracking coordinates and could not locate the rocket.

Chancellor, taking a long chance, then called the Soviet Embassy and asked them for the coordinates. Surprisingly, an embassy official called him back and gave him the data, which he quickly passed on to Jodrell Bank. As a result, British scientists at the station were able to track the rocket until it hit the moon.

NBC News followed the story closely from the first announcement of the rocket early Saturday (Sept. 12) and broke into the NBC Television and Radio Networks with bulletins of each new development. Thanks to Chancellor's cooperation with Jodrell Bank, NBC News had word of the rocket's landing on the moon within seconds after its radio signal went dead.

The news was bulletined on the NBC-TV Network at 5:08 p.m. EDT Sunday (Sept. 13), and on the NBC Radio Network at 5:06 p.m. EDT. Another TV bulletin, including a report by Chancellor, was broadcast at 5:28 p.m. EDT and a five-minute special on the significance of the Soviet feat was telecast at 6 p.m. EDT. The story was wrapped up in a two-minute report fed to the NBC-TV Network at 11 p.m. EDT.

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NBC-New York, 9/14/59





NBC NEWS ASSIGNS EIGHT-MAN TEAM FOR TV AND RADIO COVERAGE  
OF THE BRITISH POLITICAL CAMPAIGN AND GENERAL ELECTIONS

NBC News has assigned an eight-man team of newsmen to cover the British political campaign and general elections, to be held Oct. 8, for the NBC Television and Radio Networks.

The coverage will be provided by NBC News Correspondents Joseph C. Harsch, John Chancellor, William F. Balthaser (all of the London bureau), Edwin Newman (Paris) and Elmer Peterson, who is on leave of absence in Europe from NBC News, Los Angeles.

Kenneth Bernstein of NBC News, New York, will serve as news coordinator. Cameramen will be John Peters, and Guy Blanchard, both of the London bureau.

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SECRETARY HERTER'S U.N. ADDRESS ON NBC TELEVISION AND RADIO

Secretary of State Christian A. Herter's address before the United Nations General Assembly Thursday, Sept. 17, will be on the NBC-TV Network from 2:30 to 3 p.m. EDT. (The address will be video taped earlier in the day for presentation at this time.) NBC's UN correspondent Pauline Frederick will open and close the special program. The NBC Radio Network will carry the address 9:30 to 10 p.m. EDT.

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NBC-New York, 9/14/59



# NBC RADIO NETWORK NEWS

September 14, 1959

NIGHTLY SERIES, 'KHRUSCHEV IN AMERICA,' INCLUDED  
IN 18 SPECIAL RADIO BROADCASTS OF NBC NEWS  
DEALING WITH VISIT OF SOVIET PREMIER

The NBC Radio Network will present 18 special NBC News programs dealing with the visit of Soviet Premier Nikita S. Khrushchev, including a series of nightly specials titled "Khrushchev in America" starting Tuesday, Sept. 15 (8:05-8:30 p.m. EDT).

The series will be broadcast each evening through Saturday, Sept. 26. On Sunday, Sept. 27, the network will present an appraisal of the Soviet leader's visit by NBC News correspondents (7:05-7:30 p.m. EDT).

This appraisal will follow Khrushchev's one-hour talk to be presented exclusively on the NBC Television and Radio Networks on Sunday, Sept. 27 (6-7 p.m. EDT). The talk will be translated into English a few sentences at a time.

In addition, NBC Radio will present live coverage of Khrushchev's arrival in Washington on Tuesday, Sept. 15 (11:30 a.m.-12:45 p.m. EDT), his appearance at the National Press Club Wednesday, Sept. 16 (1:30-3:30 p.m. EDT), his speech to the United Nations Assembly Friday, Sept. 18 (3 p.m. EDT to conclusion), and his news conference in Washington Sunday, Sept. 27 (4-5 p.m. EDT).





PROGRAM CHANGES FOR 'JOURNEY TO UNDERSTANDING'

In the "Journey to Understanding" schedule released in the Daily News Report of Sept. 10 please make the following changes, which update the areas to be covered by NBC News specials dealing with the Khrushchev visit:

Thursday, Sept. 17 (7:30-8 p.m. EDT) -- "Journey to Understanding: Report 9" -- Highlights of Mr. Khrushchev's visit to New York (instead of highlights of his appearance at the National Press Club). Martin Agronsky is commentator and Chet Hagan producer.

Saturday, Sept. 19 (9:30-10:30 p.m. EDT) -- "Journey to Understanding: Report 11" -- Highlights and commentary on Mr. Khrushchev's visit to Los Angeles (instead of New York). Martin Agronsky is commentator and Chet Hagan producer.

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## LADY GREYHOUND NAMED 'QUEEN OF NATIONAL DOG WEEK'

Lady Greyhound, one of the world's most famous canines and the living symbol of one of NBC-TV Network's "People Are Funny" sponsors, has been named 1959 "Queen of National Dog Week," to be observed Sept. 20-26.

Through her appearances on "People Are Funny," and at youth group meetings and rallies for humanitarian causes, Lady Greyhound will spearhead the seven-point objectives of National Dog Week:

1. A good home for every dog.
2. Elimination of stray dogs from the streets.
3. Better informed dog owners.
4. Consideration for dogs and all animals.
5. Emphasis of the dog's use as companion and protector.
6. Fair laws for dogs and dog-owners.
7. Respect for the rights of non-dog-owners.

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NBC TELEVISION NETWORK



NEWS

September 14, 1959

Attention, Sports Editors

WORLD SERIES

Color Television Will Be in the Picture When NBC-TV Covers  
Baseball's Fall Classic for 13th Consecutive Year

- - -

"Cavalcade Of Sports" Also Presenting Game Coverage on NBC Radio

Color television again will be in the picture when the NBC Television Network covers the World Series for the 13th consecutive year, starting Wednesday, Sept. 30. The NBC Radio Network also will carry Baseball's Fall classic.

NBC's dual coverage will be sponsored by the Gillette Safety Razor Company as a feature of the "Gillette Cavalcade of Sports" series. Maxon, Inc., is the advertising agency for Gillette, which has sponsored NBC's World Series telecast all 13 years.

The teams, parks and times of this year's World Series are still undecided, awaiting the outcome of the pennant races in both leagues. However, with the Chicago White Sox holding a commanding lead in the American League, it appears that Chicago's Comiskey Park will be the scene of the Series opener.

NBC-TV will colorcast the entire Series unless some of the games are played in the one contender's park where color origination is not possible. Color cameras can be used in Comiskey Park.

(more)



The first and second contests will be played in the American League city, as will the sixth and seventh games, if they are needed to decide the best-four-of-seven competition. Games three, four and (if necessary) five will be played in the National League park.

If either the San Francisco Giants or Los Angeles Dodgers win the National League pennant, there would be open days for travel on Oct. 2, between games 2-3, and on Oct. 6, between games 5-6. Travel days would not be needed if the Milwaukee Braves capture a third straight flag.

NBC will start its TV and radio coverage each day at 12:45 p.m. local time, 15 minutes before game time. Possible air times are: For Chicago -- 1:45 p.m. EDT. For Milwaukee -- 2:45 p.m. EDT. For both West Coast cities -- 4:45 p.m. EDT.

NBC-TV first colorcast the World Series in 1955 when one color mobile unit was able to cover both ends of an "all New York" Series. American League games were presented in color in 1957 and 1958. Construction by RCA of a second color mobile provides the opportunity for all of the 1959 Series to be colorcast.

\* \* \*

NBC-TV CREW SURVEYING GIANTS' NEW PARK
--

A three-man technical team from NBC Television is in San Francisco today (Sept. 14) to conduct a survey of Candlestick Park, new home of the San Francisco Giants baseball club.

Purpose of the trip is to study the technical approach for color television coverage from there in the event the Giants represent the National League in the 1959 World Series.

(more)





### 3 - 'World Series'

Harry Coyle, who will direct the World Series telecast for NBC-TV, has gone to the West Coast from New York to head the survey team. With him from Hollywood are Ralph Clements, technical operation supervisor, and Lloyd Bockhaus, unit manager.

The survey is necessary inasmuch as Candlestick Park is still in the building stage and has never been used as a TV origination point. Such technical problems as power needs, lighting, and camera locations are being discussed.

The Los Angeles Memorial Coliseum, home of the contending Los Angeles Dodgers, was surveyed by NBC technical personnel prior to the second All-Star Game in August and no additional survey will be needed should the Dodgers win the flag.

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NBC-New York, 9/14/59



SPECIAL PROGRAM OF EXHIBITIONS BY CHAMPION WATER-SKIER  
TO PRECEDE WORLD SERIES TELECAST OCT. 4

"The Greatest Show on Water," a special half-hour film program presenting exciting exhibitions by world champion water-skiers, will be telecast on the NBC-TV Network preceding the network's World Series coverage on Sunday, Oct. 4.

The special program (time to be announced) will be sponsored by Johnson Motors Corporation for its new line of outboard motors. The J. Walter Thompson Company is the agency.

Filmed entirely in beautiful Cypress Gardens, Florida, which is famous for its water spectacles, the program will feature many aquatic specialities rarely seen on television. The highlights will include a water-skier flying in a kite more than 80 feet in the air, another champion skier jumping further than the Wright Brothers' first airplane flight, a display of water-skiing without skis, and a water ballet.

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NBC-New York, 9/14/59



NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Sept. 20-26 (All Times EDT)

Sunday, Sept. 20

8-9 p.m. -- "Sunday Showcase" presents S. Lee Pogostin's "People Kill People, Sometimes," starring Geraldine Page and George C. Scott, with special guest star Jason Robards Jr. John Frankenheimer is producer-director. (Premiere)

9-10 p.m. -- "The Chevy Show" starring Janet Blair and John Raitt, with guests Dorothy Kirsten, Shecky Green and Paul and Annette Smith.

Monday through Friday, Sept. 21-25

4-4:30 p.m. -- "Truth or Consequences" -- with Bob Barker.

Monday, Sept. 21

10-10:30 p.m. -- "The Arthur Murray Party" -- tonight, a children's international dance contest. Puppeteers Bil and Cora Baird will entertain. (Repeat)

Tuesday, Sept. 22

9-10:30 p.m. -- "A Toast to Jerome Kern" -- a musical extravaganza starring Robert Cummings, Howard Keel, Patrice Munsel, Carol Channing, Lisa Kirk, Louis Prima and Keely Smith, Hugh Downs, Bambi Linn and Kelly Brown, Sam Butera and the Witnesses, and John Bubbles.

(more)





2 - NBC-TV Network Colorcast Schedule

Wednesday, Sept. 23

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

Thursday, Sept. 24

10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as host.

Friday, Sept. 25

8:30-9:30 p.m. -- "An Evening with Jimmy Durante" -- comedy-  
variety special starring Durante, with guests Lawrence Welk,  
Sal Mineo, Gisele MacKenzie, Bobby Darin, and Ginny Tiu.

Saturday, Sept. 26

10-10:30 a.m. -- "The Howdy Doody Show."

10:30-11 a.m. -- "The Ruff and Reddy Show."

7:30-8:30 p.m. -- "Bonanza" -- tonight -- "The Newcomers."

NOTE: Please make the following addition to the NBC-TV Network  
Colorcast Schedule for September:

Monday-Wednesday, Sept. 28-30

12:30-1 p.m. -- Add: "It Could Be You" -- a program of surprises,  
with Bill Leyden as emcee.

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NBC-New York, 9/14/59





## TRADE NEWS

September 15, 1959

NBC-CONTROLLED POOL COVERAGE OF KHRUSHCHEV'S ARRIVAL BY THREE  
NETWORKS MARKS LARGEST COMBINED TV REPORTING  
SINCE EISENHOWER INAUGURATION IN 1953

WASHINGTON, Sept. 15 -- The NBC-controlled television operation by the three networks to cover the arrival today of Soviet Premier Nikita S. Khrushchev is the largest combined TV coverage of any event since the first inauguration of President Eisenhower in 1953.

The pool coverage, a cooperative effort by the networks, was funneled from 19 cameras of all three networks at fixed points and one mobile unit through the Master Control Room of the NBC Studios in Washington. More than 150 persons, including producers, directors, cameramen, reporters and commentators, participated in this immense project.

The 19 cameras were stationed at nine positions between Andrews Air Force Base, where Mr. Khrushchev's Soviet jet landed, and Blair House, where the Russian leader will be housed during his stay in Washington.

The mobile unit, NBC's mobile Cadillac -- a complete TV broadcasting unit with a camera in a special turret -- moved with the official caravan from the South Capitol Street Bridge to Blair House. En route it fed pictures and sound to four microwave receivers at pickup points along the 15-mile route.

(more)





## 2 - Pool Coverage

The nine fixed camera positions were: Andrews Air Force Base, South Capitol Street Bridge, Canal Street and South Capitol Street, the U. S. Department of Agriculture Building at 14th Street and Independence Avenue, the National Press Club on 14th Street, the Wyatt Building at 14th and New York Avenue, the northwest corner of 15th Street and New York Avenue, the Mills Building at 17th Street and Pennsylvania Avenue, and a position across Pennsylvania Avenue from Blair House.

An NBC Radio mobile unit brought to Washington from Chicago was provided for the use of a Russian commentator broadcasting to Moscow.

NBC had also ordered out a standby mobile TV unit at Friendship Airport, Baltimore, in case weather conditions required the Soviet plane to land there.

Overall control of all equipment rested with Pool Producer Elmer W. Lower, Manager, NBC News, Washington; Pool Director of Operations L. M. McClelland, Director of Operations, WRC-TV, Washington; Pool Chief Engineer John Rogers, Chief Engineer, WRC-TV, Washington; Pool Director Charles Jones, NBC News, Washington; Pool Associate Director Don Ellis, NBC, New York, and Pool Technical Director Don Leduke, NBC, Hollywood.

In the NBC Master Control Room, each network had a pool coordinator who was in contact with his network's control room. The network coordinators were John Secondari, ABC; Lou Shollenberger, CBS, and Elmer Lower, NBC.

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NBC-New York, 9/15/59



NBC TELEVISION NETWORK



NEWS

September 15, 1959

NBC TO COLORCAST KHRUSHCHEV'S ONE-HOUR TALK SEPT. 27

Soviet Premier Nikita S. Khrushchev's one-hour talk, which will be presented exclusively on the NBC Television and Radio Networks 6-7 p.m. EDT Sunday, Sept. 27, will be telecast in color as well as in black-and-white.

Mr. Khrushchev's talk, coming at the conclusion of his American visit, will originate in the NBC Studios in Washington. His remarks, as previously announced, will be translated into English a few sentences at a time.



## COLORCAST

309 U.S. COLLEGES AND UNIVERSITIES TO OFFER ACADEMIC CREDIT  
FOR NEW COLORCAST COURSE IN "MODERN CHEMISTRY" ON  
NBC-TV NETWORK'S "CONTINENTAL CLASSROOM"

- - -

List Is Increased by 44 Over Last Season's Total

By latest tally, 309 colleges and universities throughout the country will offer academic credit for the NBC-TV Network's new "Continental Classroom" course in Modern Chemistry. This is 44 more than carried last season's Atomic Age Physics course for credit.

The two-semester college-level course in Modern Chemistry will be colorcast coast-to-coast Monday through Friday, starting Sept. 28, at 6:30 a.m. local time. (NOTE: Atomic Age Physics will be repeated by TV tape and kinescope Monday through Friday, starting Sept. 28, at 6 a.m. local time.)

A word of counsel for those who wish to take Modern Chemistry for credit comes from Dr. John F. Baxter, who will be on leave from his post as professor of chemistry at the University of Florida to teach the TV course in 1959-60.

"If you are interested in obtaining academic credit for the course, and you have missed the announcements about the cooperating colleges in your area, you can phone or write your local NBC station for information," says Dr. Baxter.

"Each college which is cooperating in 'Continental Classroom' sets its own requirements. It is given complete autonomy to operate the course as it sees fit within the rules and regulations of

(more)





## 2 - 'Continental Classroom'

each individual college. Then the question of credits, tuition, homework, textbooks, examinations and the like is the responsibility of the college or university."

Credit students are likely to be teachers, college students perhaps preparing for teaching as a career or maybe wishing to be informed in the area of chemistry, Dr. Baxter says. "Gifted high school students in many communities, I understand, will take the course for credit, as well as professional people in a variety of areas who have signed up because chemistry interests them. The course is aimed, though, at secondary school teachers and all mature and earnest citizens who are not professional chemists but are eager to know more about the chemistry of today."

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NBC-New York, 9/15/59





## FEATURE

September 15, 1959

—BOUND TO BE GOOD—

- - -

Groucho, Who Speaks Volumes, Finally Writes One

Space that has been saved for the past two years on the nation's bookstore shelves is being filled this week by piles of copies of "Groucho and Me," long-awaited autobiography of Groucho Marx, quiz-master of the "You Bet Your Life" show on the NBC Television and Radio Networks.

Published by Bernard Geis Associates, the 344-page book is subtitled "The Autobiography of Groucho Marx by (of all people) Groucho Marx." There is method in this wording. As the moustachioed quipking says in the book, "Every word of this book is being sweated out by me, scribbled in longhand on tablet paper."

In addition to the many words, each of them all-Groucho, the book contains a rare gallery of 22 photos -- spread over 16 pages -- embracing four generations of Marxes, from Groucho's grandparents, down through his parents, his famous brothers and up to and including his wife, Eden, and the apple-of-his-eye, daughter Melinda, 13.

The book's 28 chapters carry such headings as:

"Why Write When You Can Telegraph Your Punches?"

"Home Is Where You Hang Your Head."

"Out on a Limb of My Family Tree."

(more)





"Tank Town, Ptomaine and Tomfoolery."

"Out of Our Little Minds and Into the Big Time."

"Rich Is Better."

"Foot-in-Mouth Disease."

"What Price Pumpernickel?"

"You Bet My Life."

Groucho, whose real name is Julius, discloses in the book that he was named after an uncle because "my mother somehow got the notion that Uncle Julius was wealthy..."

"At the moment I was being born, Uncle Julius was in the backroom of a cigar store on Third Avenue (New York) dealing them off the bottom. When word reached him that he had been made a godfather, he dropped everything, including two aces he had up his sleeve and quickly rushed over to our flat.

"In a speech so moist with emotion that he was blinded by his own eyeglasses, he said he was overwhelmed by this sentimental gesture on our part and hinted that my future -- a rosy one -- was irrevocably linked with his. At the conclusion of his speech, still unable to see through his misty lenses, he kissed my father, handed my mother a cigar and ran back to the pinochle game."

Anecdotes such as this, interspersed with Groucho's telling comments on the times and events through which he has lived, make up this chronicle he has called "Groucho and Me."

Groucho's proceeds from the sale of the book, he has announced, will be divided between two Los Angeles hospitals, Mt. Sinai and Cedars of Lebanon.

"Groucho Marx -- You Bet Your Life" starts the 1959-60 season on the NBC-TV Network Thursday, Sept. 24 (10 p.m. EDT) and on the NBC Radio Network Monday, Sept. 28 (8:05 p.m. EDT).



REVISED CREDITS FOR 'TREASURE HUNT' ON NBC-TV NETWORK

TIME: NBC-TV Network, Monday through Friday,  
10:30-11 a.m. NYT

STARTING DATE ON NBC-TV: Aug. 12, 1957  
(Began Sept. 7, 1956 on ABC-TV.)

HOST: Jan Murray

PIRATE GIRL: Mirian Stafford

PACKAGER: Jantone Enterprises, Inc.

PRODUCER-DIRECTOR: Phil Levens

ASSOCIATE PRODUCER: Elise Mayberry

WRITERS: Stan Dreben and Rod Parker

UNIT MANAGER: Vernon Hammer

TECHNICAL DIRECTOR: Victor Barry

ANNOUNCER: Tom Reddy

FORMAT: Audience-participation. Contestants are  
questioned in pairs, with the high-  
scorer choosing between a cash bid and  
the undisclosed contents of a treasure  
chest. One of the chests contains a  
jackpot cash prize which starts at  
\$2,000 and has \$100 added each day it  
goes undiscovered by the contestants  
or the daily winner of the home-viewer  
contest. Some chests contain booby  
prizes while others have facsimiles  
of valuable merchandise.

(more)



2 - Revised Credits for 'Treasure Hunt'

SPONSORS AND AGENCIES:

The Procter and Gamble Co. (Young and Rubicam Inc.); Alberto-Culver Co. (Wade Advertising); Sterling Drugs Inc. (Dancer-Fitzgerald-Sample Inc.); Lever Brothers Co. (J. Walter Thompson Co.); H. J. Heinz Co. (Maxon Inc.); Chesebrough-Pond's Inc. (J. Walter Thompson Co.); General Mills Inc. (Tatham-Laird Inc.); Whitehall Laboratories (Ted Bates and Co. Inc.); I. B. Kleinert Rubber Co. Inc. (Grey Advertising Agency); Frigidaire Division of General Motors Corp. (Dancer-Fitzgerald-Sample Inc.); The Gold Seal Co. (Campbell-Mithun Inc.); Miles Laboratories Inc. (Wade Advertising); National Biscuit Co. (Kenyon and Eckhardt); and Kayser-Roth Hosiery Co. (Daniel & Charles Inc.).

NBC PRESS REPRESENTATIVE:

Stan Appenzeller, New York.

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NBC-New York, 9/14/59





NBC-TV NETWORK PROGRAM

COMPLETE TEXT OF 'THE SECRET OF FREEDOM,' FULL-HOUR PLAY WRITTEN  
BY MacLEISH FOR NBC-TV, IS PUBLISHED IN ESQUIRE MAGAZINE

Calling it "something special in the way of a dramatic work," Esquire Magazine publishes in its October issue the complete text of "The Secret of Freedom," the full-hour play Archibald MacLeish has written for presentation on the NBC-TV Network this season.

"In a way," says an editorial note accompanying the text, "the most surprising hit on Broadway last season was Archibald MacLeish's 'J. B.,' the production of which set fire to numerous conversations and continues to do so. 'J. B.' examined some of the great problems of mankind and, in doing so, stirred the imagination of those who saw it and incidentally won the Pulitzer Prize for the best play of the year. 'The Secret of Freedom' is in that tradition and Esquire prints it first, before its television production on NBC."

The issue also carries a letter from Robert D. Graff, producer of the TV drama, which tells how MacLeish's script came into being.

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NBC-New York, 9/15/59





## FEATURE

September 15, 1959

### SCHEDULING OF KHRUSHCHEV TALK SEPT. 27 RECALLS

#### ANOTHER NBC EXCLUSIVE A QUARTER-CENTURY AGO

The scheduling of a one-hour talk by Soviet Premier Nikita S. Khrushchev as an exclusive presentation on the NBC Television and Radio Networks recalls another "NBC exclusive" a quarter-century ago -- the first radio broadcast from Soviet Russia. (Mr. Khrushchev's address will be presented Sunday, Sept. 27 from 6 to 7 p.m. EDT. The telecast will be in color.)

On Nov. 17, 1933, the day the United States recognized the Soviet Government, NBC Radio carried the first two-day wireless conversation between Moscow and Washington, with Soviet Foreign Minister Maxim Litvinoff in Washington talking to his wife in Moscow.

That historic broadcast which made front-page news across the country was arranged by Father Placid Jordan, O. S. B., internationally known as Dr. Max Jordan, who at that time was an NBC News correspondent. Father Jordan has been a Benedictine monk since December, 1951.

Mr. Litvinoff was in Washington, negotiating with President Franklin D. Roosevelt. John F. Royal, NBC consultant, who was then Vice President in charge of NBC Radio Programs, realized the nationwide interest that a broadcast by Mr. Litvinoff would have. His instructions to Correspondent Jordan were brief and direct: "Go and get that Russian."

(more)





2 - Placid Jordan

The NBC News correspondent went to Washington and contacted Konstantin Oumansky, press liasion officer at the Soviet mission. It took him considerable time to convince Mr. Oumansky that it would be desirable for the Soviet Government to have Mr. Litvinoff go on the air.

Father Jordan has related the story in his book, "Beyond All Fronts." The Moscow-Washington shortwave broadcast was one of many "firsts" to his credit in his distinguished career with NBC. He joined NBC in 1930 and soon became the network's European representative. In 1943 he returned to the United States to become director of religious broadcasts, but two years later he was back on his European beat.

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NBC-New York, 9/15/59



Attention, Sports Editors

TOP PLAYER IN EACH COLLEGIATE FOOTBALL GAME ON NBC-TV NETWORK'S  
NATIONAL SCHEDULE TO RECEIVE "SCHICK SAFETY RAZOR AWARD"

The Schick Safety Razor Company, one of the sponsors of the NBC-TV Network's collegiate football "Game of the Week" telecasts, will honor the most valuable player in each of the games on the national TV schedule, it was announced today.

Establishment of the "Schick Safety Razor Award" was announced by Ed Ettinger, the company's vice president in charge of advertising. The award will be introduced Saturday, Sept. 19 during NBC-TV's colorcast of the Louisiana State-Rice contest.

"Game of the Week" commentators Lindsey Nelson and Red Grange will be joined by sportswriters in the press box in selecting the outstanding player of each TV game. The winner will be announced the following week during the quarter of the game sponsored by the Schick Safety Razor Company.

In addition to the weekly selections, the most valuable player of the entire "Game of the Week" series will be chosen at the end of the season.

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NBC-New York, 9/15/59



CREDITS FOR 'BAT MASTERSON' ON THE NBC-TV NETWORK

TITLE: "Bat Masterson"

NEW DAY AND TIME  
(FOR 1959-1960 SEASON): NBC-TV Network Thursdays, 8-8:30 p.m. NYT,  
new season starting Oct. 1.

SERIES BEGAN: Oct. 8, 1958

STARRING: Gene Barry as Bat Masterson

FORMAT: Authentic stories of the adventures of Bat  
Masterson, a man who became a legend in  
his own time and lived in an era of  
violence during the robust years of the  
lawless American West.

SEASON'S PREMIERE SHOW: "To the Manner Born"

SUPPORTING CAST (OF  
SEASON'S PREMIERE SHOW): Ernestine Barrier as Mrs. Dwight Chancellor;  
Audrey Dalton as Abby; Jack Hogan as  
Stuart; Myron Healey as Col. Marc James;  
David Thursby as Capt. Larkin; James Hong  
as Ching Sun and Maria Tsein as a dealer.

PRODUCERS: Frank Pittman and Andy White

DIRECTORS: Various. Premiere show only: John Rich

TELEPLAYS BY: Various writers. Premiere show only:  
Wells Root

DIRECTOR OF PHOTOGRAPHY: Robert Hoffman, ASC

SET DESIGNER: Frank Hotaling

EDITORIAL SUPERVISOR: Murray Seldeen

FILM EDITOR: Tony Martinelli

SET DECORATOR: George Sully

(more)





2 - 'Bat Masterson' Credits

SOUND MIXER: Jay Ashworth and Garry Harris

ASSISTANT DIRECTOR: Bobby Agnew

COSTUME SUPERVISOR: Ed Armand

MAKEUP SUPERVISOR: Bill Wood

THEME SONG: "Bat Masterson Theme" - Original music  
composed especially for the series.

ORIGINATION: Filmed at Ziv Television Studios, Hollywood,  
Calif.

SPONSORS (AND AGENCY): Sealtest Division of National Dairy Products  
Corporation and, NBC-TV's West Coast  
stations only, Hills Brothers Coffee, Inc.  
(N. W. Ayer & Son, Inc., for both adver-  
tisers)

NBC PRESS CONTACTS: Bob Bowen (Hollywood), Al Cammann (New York)

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NBC-New York, 9/15/59



## COLORCAST

ERNIE KOVACS, MAN OF MULTIPLE TALENTS, ADDED TO TOP GUEST STARS  
OF 'THE WONDERFUL WORLD OF ENTERTAINMENT' ON 'FORD STARTIME'

Multi-talented Ernie Kovacs has been added to the list of top guest stars to appear with Rosalind Russell, who will act as hostess and the audience's guide, in "The Wonderful World of Entertainment" on "Ford Startime" Tuesday, Oct. 6 (NBC-TV Network colorcast, 9:30-11 p.m. EDT).

Other stars who will join Miss Russell and Kovacs for the premiere presentation of the biggest series of colorcast specials ever produced on TV for one sponsor, the Ford Motor Company, include Polly Bergen, Maurice Chevalier, Eddie Foy Jr., Eddie Hodges, Jack Paar and Kate Smith.

Kovacs has scored as a comedian, singer, emcee, newsman and announcer during the past two decades, and has been acclaimed as one of America's most sparkling wits. He is married to singer-comedienne Edie Adams. Several seasons he presided over NBC-TV's "Ernie Kovacs Show."

Subsequently, he has been guest emcee on "Tonight" and "Caesar's Hour" on NBC-TV, and has starred in "Playhouse 90" and "Producers' Showcase" dramas, and has made guest appearances on numerous other shows, including "The Steve Allen Show," "The Perry Como Show" and "The Dinah Shore Chevy Show." He starred in his own special, "Kovacs on Music," on May 22, 1959.

"The Wonderful World of Entertainment" will be produced by Jess Oppenheimer, with Dore Schary as creative consultant. Hubbell Robinson is executive producer for Hubbell Robinson Enterprises, Inc. J. Walter Thompson Company is the advertising agency for the Ford Motor Company.

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NBC-New York, 9/15/59







# TRADE NEWS

2 COPIES X-H

September 16, 1959

HELENE CURTIS INDUSTRIES, INC., TO SPONSOR FIRST 'SUNDAY SHOWCASE' PROGRAM, 'PEOPLE KILL PEOPLE, SOMETIMES' COLORCAST, ON SEPT. 20

- - -

Firm Also Purchases Thirds of NBC-TV's Saturday "Five Fingers" Series

Helene Curtis Industries, Inc., will sponsor "People Kill People, Sometimes," the premiere program in the new NBC-TV "Sunday Showcase" series, Sept. 20 (8-9 p.m. NYT), it was announced today by Richard Linkroum, Director of Special Program Sales, NBC Television Network.

In addition, Helene Curtis has purchased thirds in the new adventure drama series, "Five Fingers," which will premiere on the NBC-TV Network Saturday, Oct. 3 (9:30-10:30 p.m. NYT).

"People Kill People, Sometimes," an original drama by S. Lee Pogostin, will be directed and produced by John Frankenheimer with a cast that will include Jason Robards Jr., Geraldine Page and George C. Scott. It will be telecast in both color and black and white.

"Five Fingers" will follow the international adventure of an American counter-espionage agent, played by David Hedison, and will also star Luciana Paluzzi with appearances each week by guest stars. It is being produced for NBC-TV at 20th Century-Fox Studios under the supervision of Martin Manulis, executive producer.

The purchases for Helene Curtis were made through its advertising agency, McCann-Erickson, Inc.

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# TRADE NEWS

September 16, 1959

Attention, Sports Editors

## PHILLIES CIGARS WILL SPONSOR NBC TELECASTS OF EASTERN REGIONAL FOOTBALL GAMES ON 3 SATURDAYS

NBC-TV will televise Eastern regional football games on three Saturdays this Fall, it was announced jointly today by Asa S. Bushnell, commissioner of the Eastern College Athletic Conference, and Tom S. Gallery, NBC Sports Director.

Phillies Cigars will sponsor the three telecasts. Wermen & Schorr, Inc., is the advertising agency for Phillies, a product of Bayuk Cigars, Inc.

The three regional dates are Oct. 10, Oct. 31 and Nov. 14. The games to be televised will be selected as the season progresses to assure the best possible attraction. Lindsey Nelson and Red Grange again will be the commentators for the Eastern regional telecasts.

The Eastern regional games will be seen only in National Collegiate Athletic Association Districts 1 and 2, which include Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, West Virginia and Delaware.

The addition of three regional contests to the previously announced list of nationally televised games will provide Eastern football fans with an outstanding gridcast on NBC-TV on 12 consecutive Saturdays plus Thanksgiving Day this Fall.

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NBC TELEVISION NETWORK



NEWS

September 16, 1959

'JOURNEY TO UNDERSTANDING: REPORT 8'

Telecast of Khrushchev's Address and Question-and-Answer Period  
At National Press Club in Washington Highlights NBC News'  
Second Day of Covering Soviet Premier's Visit

WASHINGTON, Sept. 16 - NBC News moved into the second day of its coverage of Nikita S. Khrushchev's American visit, highlighted by a telecast of the Soviet Premier's appearance at the National Press Club here today.

The NBC-TV Network telecast, "Journey to Understanding: Report 8" (1:30-3:15 p.m. EDT) included Mr. Khrushchev's address at the Press Club and a question-and-answer period. The questions were written out by members of the club and read aloud by club President William H. Lawrence of the New York Times.

The program was the third in the "Journey to Understanding" series covering the Soviet leader's visit. The first two telecasts, presented yesterday (Sept. 15), were the live coverage of Mr. Khrushchev's arrival and a special nighttime report of his first day in the nation's capital.

The live coverage, handled on a pool basis through the NBC News control room, represented one of the most complex remote telecasts

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## 2 - Khrushchev Coverage

ever attempted. Producer Elmer W. Lower and Director Charles Jones, both of NBC News, used 19 TV cameras of three networks, plus an NBC News mobile unit.

The nighttime special, produced by Chet Hagan, used live TV, video tape and film to summarize the significant events of the day. In addition, the program was illustrated by Pulitzer Prize-winning cartoonist Reg Manning. One of his cartoons showed the Lincoln Statue in Washington asking Mr. Khrushchev, "When are you going to free yours?"

A correspondent for Radio Moscow reported to the Soviet Union yesterday how Premier Khrushchev was greeted on his arrival at Andrews Air Force Base near Washington. "It is a great moment and the plane is landing," said correspondent Alexander Losev. "Everybody meets our powerful leader. Khrushchev has landed."

Losev's report was transmitted to Radio Moscow via the facilities of NBC News, which had the report monitored and translated. It was not known whether the report was broadcast after it reached Moscow.

The correspondent reported that Mr. Khrushchev was greeted by applause, that many Americans had come to welcome him, and that he waved to the Americans waiting beyond the airport fence to see him. Following are excerpts from Losev's report:

"In a few minutes I will begin to report the arrival of Khrushchev. I am on the platform with the mike. I shall speak very quickly. This is Washington..."

"As I said already, there are many, many correspondents here to meet the Premier. There are photographers. Beyond the airport fence there are many plain Americans who want to see the Premier of the Soviet Union..."

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### 3 - Khrushchev Coverage

"The plain people think that this visit will lead to the liquidation of war and of its consequences. Everyone can understand the importance of this good relationship between the two great powers, the U. S. S. R. and the U. S.

"Nikita S. Khrushchev and Eisenhower are being driven now along the fence, and behind this fence there are many Americans. He is greeting them and waving at them...

"The arrival of Khrushchev in America is of great significance and historical importance. The most important international phenomenon of interest to us today is the fact that the international barometer needle is in the direction of peace.

"This is enormously helped by the achievements of the Soviet nation in all domains and also guides the attitude of the republic of China and of other countries. The Soviet wants peaceful coexistence..."

\* \* \*

NOTES ON A PREMIER PERFORMANCE
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WASHINGTON, Sept. 16 - NBC News correspondent Russ Ward interviewed spectators along Mr. Khrushchev's route into Washington (Sept. 15) and found many of them expressing the wish that more people were applauding the Soviet visitor. But, Ward says, "Not one of them was applauding or showing any other sign of greeting."

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#### 4 - Khrushchev Coverage

Voices heard in the NBC News control room in Washington during coverage of Mr. Khrushchev's arrival: "How do you like that walk?" "That's no walk, that's a roll." "Here comes the hat bit. Watch him upstage Ike." "Camera Nine thinks he's got Khrushchev." "That's not Khrushchev, that's an American head of skin."

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#### SEEKS KHRUSHCHEV FACTS, GETS DETAIL

NBC News Washington correspondent Robert McCormick was covering the Khrushchev procession yesterday (Tuesday, Sept. 15) as it passed the area of New York Avenue and 14th Street. He stopped four people at random to get man-in-the-street reaction. All four turned out to be members of the security detail.

TV got an unusual assist from radio during the NBC News reporting of the Khrushchev motorcade into Washington. NBC News correspondent Leif Eid looked up into the sky, spotted a cross drawn by a skywriting plane over the White House and reported it on NBC Radio. Director Charles Jones in the NBC News control room heard the report, called the word to a TV cameraman atop the Mills Building, who tilted his camera up and had a picture of the cross within seconds after Eid first spotted it.

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5 - Khrushchev Coverage

Elmer W. Lower, NBC News' Washington manager who produced the three-network coverage of the Khrushchev arrival, looked at the motorcycle formations in the motorcade and recalled his recent work in England during President Eisenhower's visit there. "In London," he said, "they called them 'Ike's bikes'."

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NBC-New York, 9/16/59





## FEATURE

September 16, 1959

—'WAGON TRAIN' STARTING THIRD YEAR ON NBC-TV—

Ward Bond and Robert Horton Again Head Cast of Full-Hour Series;  
Debra Paget Is Guest Star of Season's Opening Show Sept. 30;  
Other Top Headliners to Visit Program Subsequent Wednesdays

NBC-TV Network's "Wagon Train," starring Ward Bond and Robert Horton, begins its third trek across Western frontiers with a passenger list of outstanding Hollywood headliners and dramas penned by filmland's top writers.

The award-winning series starts its 1959-60 season Wednesday, Sept. 30 (7:30-8:30 p.m. EDT) with guest star Debra Paget in "The Stagecoach Story," the drama of an interrupted return to St. Louis from the West Coast.

"Wagon Train" is filmed in Hollywood by Revue Productions. It is sponsored by the National Biscuit Company, through McCann-Erickson, Inc.; the Ford Motor Company, through the J. Walter Thompson Company; and R. J. Reynolds Tobacco Company through William Esty Company, Inc.

Debra Paget, as a raven-haired Mexican revolutionist, leads the parade of guest stars for the new season's Wednesday night series. The roster includes Bette Davis, back for her second "Wagon Train" role,

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this time as an impresario escorting a group of dancing girls to Nevada; Ann Blyth, returning as the daughter of a military frontier post commander; Claire Trevor, as one of history's first newspaper women; Mickey Rooney, as a determined, but inexperienced settler; Judith Anderson, as the powerful ruler of one of the West's strangest ranches, and Andy Devine, as a settler who would like the world not to notice his family of five beautiful daughters.

Escorting these and other guest stars on the adventure-filled wagon train journey will be Bond, as Wagonmaster Seth Adams; Horton, as Scout Flint McCullough; Frank McGrath as Adams' whiskered cook, Wooster, and Terry Wilson as the dependable Hawks.

As in previous years, "Wagon Train" dramas will be selected by producer Howard Christie from ideas prepared for the series by Hollywood's top film writers. Many of the award-winning directors who turned out past "Wagon Train" episodes will return to direct additional programs this season.

The season's opening episode, "The Stagecoach Story," follows the adventures of Adams, Wooster and Hawks after they purchase stagecoach tickets for their return to St. Louis. Still suffering from the effects of their last night in San Francisco, the three men feel even worse when they learn the driver is Flint McCullough. A beautiful Mexican dancer, Angela deVarga (Miss Paget) further complicates matters when she and her duenna board the coach in disguise.

The supporting cast of "The Stagecoach Story," which was written by Jean Holloway and directed by William Whitney, includes Clu Gulager as coachline owner Caleb Jamison, Abraham Sofaer as Antonio, Lalo Rios as Juan, Tom Hernandez as Ricardo, Henry Delgado as Benito, and Dennis McCarthy as the ticket clerk.

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NBC-New York, 9/16/59



NBC TELEVISION NETWORK



NEWS

'FORD STARTIME'

- - -

Notable Supporting Cast Is Chosen for Ingrid Bergman's  
TV Dramatic Debut in "The Turn of The Screw"

The supporting cast for Ingrid Bergman's television dramatic debut in "The Turn of the Screw" on "Ford Startime" Tuesday, Oct. 20 (NBC-TV Network colorcast, 9:30-11 p.m. EDT) was announced today by John Frankenheimer, who will produce and direct the teleplay by James Costigan.

The TV adaptation of Henry James' classic tale of the supernatural stars Ingrid Bergman as Miss, a governess who defends two young children bound in the spell of ghosts.

Supporting Miss Bergman will be Isobel Elsom as Mrs. Grose, the housekeeper; and two 11-year-olds, Heywood Barry Morse and Carla Patricia Challoner, who will be making their American TV debuts as Miles and Flora, respectively. Paul Stevens is cast as the ghost of Peter Quint, and Laurinda Barrett as the ghost of Miss Jessel.

Miss Elsom, who portrayed Mrs. Grose in 1953 in "The Innocents," the Broadway version of "The Turn of the Screw," has compiled a distinguished list of stage and screen credits in the United States and England. She has had featured roles in motion pictures including "Love Is a Many Splendored Thing," "The Ghost and Mrs. Muir," "Casanova Brown," "The Horn Blows at Midnight," "Love from a Stranger" and "Deep

(more)







in My Heart." Her stage credits include "The Burning Glass," "The Climate of Eden," "Hand in Glove," "The Flowers of Virtue," "The Curious Savage" and "Ghosts."

Morse, a leading child performer with the Canadian Broadcasting Company, has appeared in more than 50 CBC television and radio programs since 1954. On the Canadian stage, his credits include "First Born" with Katharine Cornell and "Christmas in the Market Place." In 1956 he played with leading British, American and Canadian actors at the Stratford, Ontario, Shakespearean Festival. He is the son of Barry Morse and Sydney Sturgess, renowned Canadian stage performers.

Carla Challoner is a child star of British motion pictures. Her film credits include "The Heart of a Child," "A Night to Remember," "Sea Wife," "No Time for Tears" and "No Time for Dying."

Stevens has been seen on Broadway in "Compulsion" and "The Merchant of Venice," and on television in "Playhouse 90," "Studio One," "Alcoa Theatre" and "Goodyear Theater." His off-Broadway stage credits include "Girls of Summer," "Ivanov" and "The Crucible."

Miss Barrett has performed in "Too Late The Phalarope" on Broadway and in the Phoenix Theatre productions of "Miss Julie" and "The Stranger." Her TV credits include "Omnibus," "U. S. Steel Hour" and "Producers' Showcase."

David Amram has composed an original musical score for "The Turn of the Screw," the third of the series of 39 biggest colorcast productions ever presented on TV for one sponsor, the Ford Motor Company. Hubbell Robinson is executive producer of the Ford series, for Hubbell Robinson Productions, Inc. J. Walter Thompson Company is the advertising agency for the Ford Motor Company.

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NBC-TV NETWORK PROGRAM

WEST WILL PAAR-TAKE OF JACK MORE FULLY

Jack Paar's usual 12:30 p.m. EDT farewell to the West Coast won't be heard anymore on the NBC-TV Network late night show as of Monday, Sept. 28.

At that time the 10 West Coast stations, which previously carried only the first hour and 15 minutes of the program will telecast "The Jack Paar Show" in its entirety (Monday through Friday, 11:15 p.m. to 1 a.m. EDT.)

Of the 139 stations which carry the Paar Show, 55 will now present the entire 105-minute program. Forty-six stations carry an hour and a half of the show, omitting only the first 15 minutes.

The Western stations which will increase their coverage of "The Jack Paar Show" are KRCA in Los Angeles, KEYT in Santa Barbara, KMJ-TV in Fresno, KRON-TV in San Francisco, KCRA-TV in Sacramento, KGW-TV in Portland, KING-TV in Seattle, KIMA-TV in Yakima, KREM-TV in Spokane and KFMB-TV in San Diego.

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NBC-New York, 9/16/59





EXTRA! NEWSPAPER BOYS SALUTED IN 'QUEEN FOR A DAY' TELECAST

Emcee Jack Bailey will honor newspaper boys all over the nation when he is host to nearly 900 carriers, one of whom will be crowned "Newspaper Boy King for a Day," on the "Queen for a Day" telecast Tuesday, Sept. 29 (NBC-TV Network, 2 p.m. EDT).

Carriers who will attend the show at the Moulin Rouge Restaurant in Hollywood, will represent newspapers from throughout the U. S. A. and Canada. The show will be in observance of the 29th annual National Newspaper Day (Oct. 17), inaugurated by the International Circulation Manager's Association. Governor Pat Brown of California, Mayor Norris Poulson of Los Angeles, L. T. Colvey, ICMA President, and other noted personalities will attend.

There will be presents for every boy attending the show, and each of the four finalists will receive special gifts. The youngster crowned "Newspaper Boy King for a Day" will have his wish granted and receive thousands of dollars worth of additional gifts, as well as a special surprise.

A panel of judges will read all the wish cards turned in by the carriers. Twenty-one of these will be picked for consideration. From these, Bailey will select four youngsters to be interviewed on the air. The winner will be chosen by audience applause.

The "King" will actually represent 700,000 newspaperboys across the nation who deliver 46,000,000 newspapers to homes daily and who earn \$200,000,000 annually. The show will also salute a long list of former newspaper boys, who achieved world fame in their adulthood.

("Queen for a Day" is telecast Mondays through Fridays.)

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## FEATURE

September 16, 1959

WHAT IS NIKITA S. KHRUSHCHEV REALLY LIKE?

- - -

Five Americans Who Met Soviet Premier Appraise Him on 'Today'

What is Nikita S. Khrushchev really like?

Five Americans who have had face-to-face conversations with the Soviet Premier gave personal impressions of him on Dave Garroway's "Today" show yesterday (Tuesday, Sept. 15) when the entire program was devoted to an examination of Mr. Khrushchev's life and character (NBC-TV Network, 7-9 a.m. EDT).

This special show -- "Khrushchev Today" -- was a feature of the extensive daily "Today" coverage of the Russian leader's visit here.

The participants in a panel discussion on Mr. Khrushchev's personality were Mrs. Eleanor Roosevelt, Adlai Stevenson, Sen. Hubert H. Humphrey of Minnesota, Roswell (Bob) Garst, the Coon Rapids, Iowa, farmer who was Mr. Khrushchev's personal guest upon visits to Russia, and Dr. John E. Ivy Jr., executive vice president of New York University.

Here are some of their answers to Dave Garroway's question: "What is he (Mr. Khrushchev) really like?":

Mr. Garst: "My first impression was that he looked about like an Iowa farmer or a Midwesterner ... comfortable to visit with, cordial, gregarious ..."

(more)



Sen. Humphrey: "I found him sociable, somewhat sensitive, at times maybe exhibiting a little insecurity by overstating his case, but easy to visit with and very alert; in other words, on the ball."

Mr. Stevenson: "... I think we should amplify what has gone before by saying that he is a very agile and a very stubborn and a very competent debater."

Dr. Ivy: "My experience ... indicated that he views Marxism as a science, not as a philosophy, and he takes the writings and concepts of Marxism as being the facts ... And I think this is one of the dangerous aspects of his character."

Mrs. Roosevelt: "I had a feeling, and very strongly, that this is a man who believes in research and in the people who know their own jobs, you see, and he is going to take advantage of anything that he could find out that is going to serve his purposes. I think, however, that he has an understanding of the strength of physical things but very little appreciation of the strength of a spiritual or moral dedication."

Dr. Ivy: "Dave, the thing that struck me right square between the eyes is what a competent man Mr. Khrushchev must be. His command of detail about what is going on in his country, his ability to manipulate a conference, to make points clearly and strongly, were the attributes, in my judgment, of a man who is competent and knows where he is going and is going to be sure he gets there if at all possible."

Sen. Humphrey: "He has a sense of drama. He is a working, practical and very incisive politician ..."

(more)







Garst: "He was curious and an extreme realist ..."

Mrs. Roosevelt: "Khrushchev, like a great many Russians, is emotional at times, and emotional on certain subjects where he wishes to be emotional."

Mr. Stevenson: "I've never met a Russian who has as much self-confidence nor have I ever met one who has as good a sense of humor."

("Today" is presented over the NBC-TV Network Monday through Friday, 7-9 a.m. EDT).

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NBC-New York, 9/16/59



NBC-TV NETWORK PROGRAM

BRITISH COMEDIENNE BETTY MARSDEN TO MAKE AMERICAN TV  
DEBUT IN 'HAMLET' SPOOF ON 'VICTOR BORGE SHOW'

Betty Marsden, British revue and television comedienne, will make her American television debut in "The Victor Borge Show" on the NBC-TV Network Friday, Oct. 16 (10 to 11 p.m. EDT).

Miss Marsden, a star of the recent BBC series "On the Bright Side," will portray Queen Gertrude in a far-from-serious spoof of "Hamlet" to be filmed by Borge at Elsinore, Denmark -- probably the first time Kronborg Castle has been used as a TV location. Borge will play "The Ghost of Hamlet's Father" in the sketch.

Miss Marsden admits to having played in "Hamlet" before, when she was a student at the Italia Conti School, where she was trained for the stage. However, the role she played was -- "Hamlet."

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NBC-New York, 9/16/59





# TRADE NEWS

2 COPIES X-H

September 17, 1959

BLOCK DRUG COMPANY AND PHARMA-CRAFT COMPANY TO CO-SPONSOR  
'RICHARD DIAMOND, PRIVATE DETECTIVE' ON NBC-TV NETWORK

- - -

Series Has Monday Night Time-Spot Starting Oct. 5

The Block Drug Company for Nytol, Polident and Poli-Grip, and the Pharma-Craft Company for Coldene Liquid cold products and Fresh deodorant products, will co-sponsor "Richard Diamond, Private Detective" on the NBC-TV Network in the Fall, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The popular detective-adventure series, which will begin Monday, Oct. 5 (7:30-8 p.m. NYT), will star David Janssen in the title role. Janssen has portrayed Diamond since the series started on CBS-TV in 1957.

Produced by Vincent M. Fennelly for the Four Star Films Inc., the series will feature all-new episodes.

Commenting on the purchase of the show, A. L. Fred Plant, Advertising Manager of Block Drug Company, said: "By adding a prime-time network TV show to the Block schedule, we expect to triple the audience for Nytol, Polident, and Poli-Grip. The addition of this new audience, with millions of new prospects week after week, plus the fact that all three of these products are strong repeat sellers, gives us a far greater selling potential than we have ever enjoyed before."

(more)





Leonard V. Colson, Vice President of Pharma-Craft Company, stated: "We are especially pleased to have 'Richard Diamond,' a valuable network feature, to round out our print and broadcast advertising schedule for 1959-60. This popular show will enable us to reach millions of new consumers for Coldene Liquid cold products and Fresh deodorant products."

The Block Drug order was placed through its agency, Sullivan, Stauffer, Colwell & Bayles, Inc., and the Pharma-Craft purchase was through J. Walter Thompson Company.

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NBC-New York, 9/17/59





# TRADE NEWS

September 17, 1959

IDEAL TOY CORPORATION AND LIONEL TOY CORPORATION TO SPONSOR  
MACY'S THANKSGIVING DAY PARADE TELECAST ON NBC-TV NETWORK

The Ideal Toy Corporation and the Lionel Toy Corporation will co-sponsor the telecast of the 33rd annual Macy's Thanksgiving Day Parade on the NBC-TV Network, it was announced today by Richard Linkroum, Director of Special Program Sales, NBC Television Network.

Thanksgiving Day falls on Thursday, Nov. 26 this year and the telecast will be from 11 a.m. until noon (EST). The annual New York City procession features television and movie stars and giant balloons, floats and costumed marchers.

The Ideal Toy Company purchase, marking the fifth consecutive year the firm has participated in sponsorship of the telecast, was made through Grey Advertising Agency, Inc.

The Lionel Toy Corporation order was also placed through Grey Advertising.

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NBC TELEVISION NETWORK



NEWS

September 17, 1959

'FIVE FINGERS'

- - -

Saturday Night Espionage Series Starts Oct. 3 on NBC-TV Network  
With David Hedison and Luciana Paluzzi in Leading Roles;  
Eva Gabor, Mike Romanoff, Greta Keller in Premiere Drama

"Five Fingers," NBC-TV Network's new full-hour series of international intrigue starring David Hedison and Italian actress Luciana Paluzzi, will have its premiere Saturday, Oct. 3, with "Station Break," a drama of adventure and espionage on the French Riviera, (9:30-10:30 p.m. NYT).

The filmed series stars Hedison as U. S. counter-intelligence agent Victor Sebastian, and introduces Miss Paluzzi as fashion model Simone Genet. Featured in the premiere episode are Eva Gabor, restaurateur Mike Romanoff and singer Greta Keller.

"Five Fingers" is based on the spy story, "Operation Cicero," by L. C. Moyzisch, which was made into a feature motion picture with James Mason. It is the story of an American agent assigned to break up a Soviet espionage ring by joining its rank-and-file. To conceal his true identity, he goes by the name, "Five Fingers."

Victor Sebastian (Hedison) is known to most people as a theatrical agent who books musical performers for plush cafes and casinos in European capitals. To a select few, he is known as a valuable agent for Russia. Actually, he is a counter-intelligence agent  
(more)



## 2 - 'Five Fingers'

for the U. S. Under surveillance by the Russians, Sebastian constantly runs the risk of discovery and death.

Simone Genet (Miss Paluzzi) is one of Paris' top fashion models. Although she is unaware of Sebastian's counter-espionage activities, she has singing aspirations and would like him to become her agent. For a moment, however, both she and Sebastian are occupied with their blossoming romance.

In the premiere episode, Sebastian attempts to break the code of a Communist radio transmission station on the Riviera. Working with the two men who control the code, Gorog (David Opatashu), and St. Croix (Theodore Marcuse), he arranges for a nightclub owned by Blanc (Mike Romanoff) to be used as the sending station. But when Gorog and St. Croix detect a leak from within the party, Sebastian falls under suspicion. His task is made more complicated by the time he must devote to wooing pretty Simone Genet. Miss Gabor is seen as fashion expert Leslie Simms.

"Five Fingers" is produced by Herbert Swope Jr. for Martin Manulis Productions, and is packaged by 20th Century-Fox Television. Dick Berg is the writer of the opening program and Robert Stevens the director.

Hedison has appeared in the films "The Fly," "The Enemy Below" and "Son of Robin Hood." Although this is Miss Paluzzi's first appearance in the U. S., she has played in 25 European films.

Executive producer Martin Manulis, former producer of "Climax" and "Playhouse 90," is now in charge of all TV production for 20th Century-Fox.

Swope, one of the original producers of NBC-TV's "Wide Wide World," also has produced "Lights Out" and "The Clock" on the network.

(more)





### 3 - 'Five Fingers'

He was alternate director of "Robert Montgomery Presents," a post that won him the Look Magazine TV Award and the TV Guide Award.

Director Stevens' credits include "Alfred Hitchcock," "Playhouse 90," "Pursuit" and "Suspicion." Writer Berg wrote the script for the pilot film of "Johnny Staccato," another new series on NBC-TV's Fall schedule.

\* \* \*

CREDITS FOR 'FIVE FINGERS' ON THE NBC-TV NETWORK
--

TIME:	NBC-TV Network, Saturdays, 9:30-10:30 p.m. NYT, starting Oct. 3, 1959.
STARRING:	David Hedison as Victor Sebastian
INTRODUCING:	Luciana Paluzzi as Simone Genet
FORMAT:	A filmed series of international intrigue based on the story, "Operation Cicero," by L. C. Moyzisch. Sebastian is a U. S. agent assigned to break up a Soviet espionage ring by joining its rank-and-file. Simone Genet is a top fashion model who both helps and hinders him.
PREMIERE SHOW (OCT. 3):	"Station Break"
EXECUTIVE PRODUCER:	Martin Manulis for 20th Century-Fox Television.
PRODUCER:	Herbert Swope Jr.
WRITERS:	Various. Richard Berg (premiere episode)
DIRECTORS:	Various. Robert Stevens (premiere episode) (more)





4 - 'Five Fingers'

CAST OF PREMIERE  
EPISODE:

Eva Gabor as Leslie Simms  
Greta Keller as Micheline  
David Opatashu as Gorog  
Theodore Marcuse as St. Croix  
Tyler McVey as Government Official  
Mike Romanoff as Blanc

MUSIC BY:

David Raskin

DIRECTOR OF PHOTOGRAPHY:

Joe MacDonald, A. S. C.

ART DIRECTION:

Lyle R. Wheeler and Walter M. Simonds

STORY EDITOR:

Kenneth L. Evans

EXECUTIVE WARDROBE DESIGNER:

Charles Lemaire

ASSISTANT DIRECTOR:

Stanley Hough

EDITORIAL SUPERVISION:

Art Seid, A. C. E.

SPONSORS AND AGENCIES:

Anahist Division of Warner Lambert,  
through Ted Bates agency; Corning  
Glass, through N. W. Ayer; Midas  
Mufflers, through E. H. Weiss agency;  
Helene Curtis Industries, Inc., through  
McCann-Erickson; Bristol-Myers through  
Ogilvy, Benson and Mather; Sterling  
Drug Company through Dancer-Fitzgerald-  
Sample; Procter & Gamble through Benton  
& Bowles.

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NBC-New York, 9/17/59



NBC TELEVISION NETWORK



NEWS

September 17, 1959

NBC NEWS CAMERA CREWS WILL KEEP A STEP AHEAD OF NIKITA S. KHRUSHCHEV  
AS SOVIET PREMIER SETS OUT ON CROSS-COUNTRY PHASE OF HIS U.S. TOUR

A unique TV airlift, which will keep NBC News camera crews a step ahead of Nikita S. Khrushchev on his fast-moving tour around the country, gets underway tomorrow night (Friday, Sept. 18).

A Convair 440, carrying an NBC News crew of 15 and their equipment, will take off at 9 p.m. EDT from Newark Airport. It will arrive in Los Angeles early Saturday morning -- several hours before the Soviet Premier, thus allowing time to set up equipment for full coverage of his visit.

NBC News teams will cover Mr. Khrushchev's visit to the 20th Century-Fox film studios, his sightseeing tour of the Los Angeles area and other activities. Late Saturday night, they will pack up and take off aboard the Convair for San Francisco, where they will await Mr. Khrushchev's arrival on a special Southern Pacific train.

The plane, traveling in the comparatively news-less hours of the night when the Soviet Premier is resting, will precede him from San Francisco to Des Moines, from there to Pittsburgh, and on to Washington. Throughout the trip, the newsmen aboard will supplement the coverage by other NBC News teams traveling with the Khrushchev party.

In New York, NBC News covered virtually every visible portion of Mr. Khrushchev's visit -- his arrival in the city, his luncheon as

(more)





guest of Mayor Robert Wagner, and the reception in his honor given by W. Averell Harriman, former Governor of New York.

For "Journey to Understanding: Report 9," cameramen even shot the luncheon Khrushchev missed -- the gathering of the American Dental Association, which refused to give up the Grand Ballroom of the Waldorf-Astoria Hotel for the Khrushchev luncheon.

The Soviet Premier's departure from Washington was covered by "Today" with a 35-minute live remote at Union Station picked up by three cameras under batteries of 30 flood lights. One camera, only five feet from Mr. Khrushchev's train window, kept him under close surveillance for seven minutes before the train pulled out.

\* \* \*

SHEILAH GRAHAM TO REPORT ON KHRUSHCHEV'S TOUR OF FILM STUDIOS

Hollywood columnist Sheilah Graham will appear on NBC-TV's "Journey to Understanding: Report 12" (Chet Huntley Reporting) Sunday, Sept. 20 (6:30 p.m. EDT) to do a special commentary on Nikita S. Khrushchev's tour of the 20th Century-Fox film studios the preceding day. Films of the Soviet Premier's visit to the motion picture studios will be shown.

The program will originate in Los Angeles, where Chet Huntley will describe Mr. Khrushchev's activities in the film capital, and from San Francisco, where David Brinkley will report on plans for the Russian leader's arrival. Mr. Khrushchev is expected to be traveling between the two cities at the time of the telecast.

\* \* \*

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MORE NEWS AND NOTES ON A PREMIER PERFORMANCE

The Russian translator working with NBC News during the visit of Soviet Premier Nikita S. Khrushchev has discovered that the Premier's words are losing something in the official translation. In his reply to a question on Hungary at the National Press Club in Washington, the Soviet translator rendered one sentence this way: "As for any questions I might put to you in return of a similar nature, I have no intention of doing that because we have come here, as I said, with the best of intentions, and with an open heart." Omitted, according to the NBC News translator, was the line: "If we wanted to, we could also throw some dead cats at you."

\* \* \*

A woman called the National Press Club in Washington during Soviet Premier Nikita S. Khrushchev's luncheon address there and asked if the television coverage could be taken off the air so that she could see her niece on the NBC-TV Network's "Queen for a Day."

\* \* \*

Several foreign radio systems are using NBC News facilities for their coverage of Nikita S. Khrushchev's visit to the United States. Some are getting live feeds of NBC Radio Network broadcasts, while others are using NBC studios and facilities. The list includes Radio Luxembourg, Radio Diffusion (France), Radio Israel, Radio Hamburg and Radio Prague.

\* \* \*

(more)





NBC News correspondents brushed up on their Russian words and phrases and hoped for a chance to use them during the Khrushchev visit. Correspondent Robert Abernethy brought one into play after completing an interview with the Soviet Premier at the Lincoln Memorial in Washington. Khrushchev stuck out his hand. Abernethy shook it and said, "Spasibo" ("Thanks").

\* \* \*

Charles Jones, who directed the NBC News coverage of Soviet Premier Nikita S. Khrushchev's departure from Washington's Union Station for the "Today" program, reports that a member of the security detail watched the Khrushchev train pull out of sight, breathed a sigh of relief, and said, "Thank God he's gone."

\* \* \*

Congressional correspondent Arthur Barriault reported in as the first casualty in the NBC News coverage of the Khrushchev visit. Barriault fell face down, was trampled and suffered a deep gash in his right leg, when reporters pushed through a portable barrier during the Soviet Premier's tour of Capitol Hill.

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NBC-New York, 9/17/59







September 17, 1959

DOLORES DORN-HEFT WILL HAVE TITLE ROLE AS 'STRAWBERRY BLONDE'  
ON THE 'REXALL TV SPECIAL' COLORCAST OF SUNDAY, OCT. 18

Dolores Dorn-Heft, Broadway, motion picture and television actress, will play the title role in "Strawberry Blonde," the "Rexall TV Special" colorcast starring Janet Blair and David Wayne on the NBC-TV Network, Sunday, Oct. 18 (10 to 11 p.m. EDT).

Miss Dorn-Heft, who won the Best Actress Award at the San Francisco International Film Festival in 1957 for her motion picture performance in "Uncle Vanya," is a native of Chicago. She received her early training at Chicago's Goodman Theatre and later studied in London and Paris. In 1956, she replaced Signe Hasso in the off-Broadway production of "Uncle Vanya" starring Franchot Tone, and later played the same role in the movie version.

In 1957 she played a feature role in the Broadway production of "Hide and Seek." She has appeared on NBC-TV's "Suspicion" and various other dramatic TV series. For the past two years, Miss Heft has been studying with Lee Strasberg at the Actor's Studio.

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September 17, 1959

GROUCHO TO BE DINAH SHORE'S "CHEVY" GUEST

Groucho Marx has been signed as guest-star of a "Dinah Shore Chevy Show" of the new season in one of the rare invitation stints that the quizmaster of NBC's "You Bet Your Life" show has filled in recent years. No specific date has been set for his appearance on the Dinah Shore colorcasts which resume Sunday, Oct. 4 (NBC-TV Network, 9-10 p.m. NYT).

The booking marks Groucho's first formal guest appearance -- aside from impromptu visits to Bergen Evans and Jack Paar -- since he and daughter Melinda, checked in on "The Perry Como Show" in December, 1956.

Groucho starts his new season of "You Bet Your Life" on the NBC-TV Network Thursday, Sept. 24 (10 p.m. NYT) and on the NBC Radio Network Monday, Sept. 28 (8:05 p.m. NYT).





2 COPIES X-H



September 18, 1959

HOPE CHEST CAN SWELL WITH PRIDE

Star Raises Curtain on His 1959-60 Series of Six NBC-TV Specials  
With Thursday, Oct. 8 'Bob Hope Buick Show' With Dean Martin,  
Natalie Wood and the Crosbys (Gary, Dennis, Philip, Lindsay)

Bob Hope raises the curtain on his 1959-60 television season -- marking the start of his 10th year on the NBC-TV Network -- with Natalie Wood, the Crosby Brothers (Gary, Dennis, Philip and Lindsay), David Rose and his orchestra, and special guest Dean Martin in an evening of comedy, songs and dances on "The Bob Hope Buick Show" Thursday, Oct. 8 (8-9 p.m. NYT). This will be the first of six Bob Hope specials to be presented on various dates of the season.

Sponsor of the Hope series is the Buick Division of General Motors Corporation through McCann-Erickson, Inc., advertising agency.

Accenting variety in entertainment, Bob is presenting the Crosbys in their initial TV appearance since their recent highly acclaimed Las Vegas nightclub engagement. Natalie Wood, returning for her third annual visit with Bob, is making her only TV guest appearance of the season. Dean Martin, making his bow on a Bob Hope program, is returning the visit Hope made to Dean's show last Spring. Bob is welcoming David Rose and his orchestra as permanent members of his new season's shows.

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Following the opening Hope monologue, the telecast will include a sketch, "Crumb at the Top," spoofing the many mystery series on TV. Natalie Wood portrays hardboiled Rachel Diamond, Bob Hope plays Scarface and the Crosbys are Hope's protectors.

Dean Martin will sing "An Evening in Roma," followed by a sketch in which Natalie and Bob appear as tourists in Italy, and Dino is their Venetian gondolier.

The Crosbys will sing "Mack the Knife," and later will perform the "Rose Room" dance from their Las Vegas act, which has been termed a show-stopper.

Bob will tease Dean about Hollywood stars opening restaurants in a sketch, "Mozzarella," and there will be a tophat-and-tails finale of "Together Wherever We Go" from the Broadway hit "Gypsy," sung and danced by the principals.

Jack Hope is producer of the show and Jack Shea is director. Choreography is by Nick Castle and special music and arrangements for the Crosbys by Dick Stabile.

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NBC-New York, 9/18/59



September 18, 1959

'LIFE IN THE THIRTIES'

- - -

Personalities, Events, Music and Fads of Fateful Decade  
To Be Recaptured in NBC-TV 'Project 20' Production

The people, the events, the songs and the crazes which made up the fateful decade 1929-1939 will be recaptured for a nationwide television audience in the "Project 20" production of "Life in the Thirties" on the NBC-TV Network Friday, Oct. 16 (8:30-9:30 p.m. EDT).

A blend of narration with factual film and music of the time, "Life in the Thirties" is the work of the creative personnel who made "Victory at Sea" and earlier "Project 20" shows for the network. Donald B. Hyatt, director of NBC Special Projects, was producer-director; Richard Hanser, scriptwriter; Robert Russell Bennett, composer-conductor of the orchestral score; Daniel B. Jones, head of film research. Alexander Scourby is narrator.

The vivid themes that took the U. S. from an unprecedented depression through the long uphill struggle to a "normality" symbolized by the New York World's Fair of 1939-1940 are re-created in "Life in the Thirties."

It recalls the depths of the depression and the unconventional social reforms, as well as the fads and sensations of the era:

(more)



RESOLUTIONS, 1914, AND REPORT OF THE COMMITTEE ON

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

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## 2 - 'Life in the Thirties'

Benny Goodman and swing, jitterbugging, the Lambeth Walk, cafe society, bingo, bank night at the movies, the repeal of Prohibition, the trial of Bruno Richard Hauptmann, the Hindenburg disaster.

Franklin D. Roosevelt's fireside chats are a part of the program as well as commentary by Will Rogers, Robert Benchley, Fred Allen, Jack Benny, Hugh Johnson and Alf Landon.

Many other figures of the day emerge once more, among them George VI and the Windsors, the Brain Trust, Huey Long, Gerald L. K. Smith, Father Coughlin, Fritz Kuhn, John Nance Garner, and Arturo Toscanini with the NBC Symphony Orchestra.

Robert Russell Bennett's orchestral score recalls hit tunes of the day by Cole Porter, Jerome Kern, Richard Rodgers, Kurt Weill, Harold Arlen, Harold Rome and others.

Three other full-hour "Project 20" programs have already been announced for presentation by the NBC-TV Network during 1959-60, though no playdates have yet been set. They are "Mark Twain's America," a portrayal of Twain's life and times which will blend still-picture animation technique with film to be shot in authentic locations; "Not So Long Ago," a light-hearted re-creation of five "peace -- it's wonderful!" years -- 1945 to 1950, and "That Ragtime Revolution," a story of the now almost forgotten ragtime rage which changed American popular music and paved the way for jazz.

The large-scale "Project 20" provides a picture-word-and-music panorama of America that begins with the emergence of Abraham Lincoln ("Meet Mr. Lincoln") and comes down to the present. Its programs have won 25 major awards.

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NBC-New York, 9/18/59



September 18, 1959

"TODAY" COVERING PREMIER KHRUSHCHEV'S CROSS-COUNTRY  
TOUR WITH MANY SPECIAL PROGRAM SEGMENTS

Dave Garroway and the NBC-TV Network "Today" show will continue covering Soviet Premier Nikita S. Khrushchev's visit in this country as the Russian leader travels to California, Iowa and Pennsylvania.

(more)

KHRUSHCHEV SWINGS TO WEST (OF U.S.) AND NBC NEWS COVERS STORY

NBC News, shifting its focus Westward for a view of Nikita S. Khrushchev in Hollywood, prepared for two special programs this weekend in the "Journey to Understanding" series.

The Soviet Premier's visit to a Hollywood movie set, his tour in and around Los Angeles, and the massive press coverage of his trip were scheduled for coverage in "Journey to Understanding: Report 11" Saturday, Sept. 19 (NBC-TV Network, 9:30-10:30 p.m. EDT).

A Hollywood view of Mr. Khrushchev, by columnist Sheilah Graham, and a look at some of the less glamorous sights that he missed in his sightseeing swing around Los Angeles were scheduled to be shown on "Journey to Understanding: Report 12" (Chet Huntley Reporting) Sunday, Sept. 20 (6:30-7 p.m. EDT).





## 2 - Khrushchev Coverage

On Monday, Sept. 21, "Today" cameras will focus on a recap of the Premier's weekend activities in Los Angeles and San Francisco, during the 7 to 7:30 a.m. EDT segment of the show. "Today" reporter Richard McCutchen will interview some of the international union presidents who will talk with the Russian leader including James B. Carey, host of a dinner-meeting.

At 8:09 a.m. EDT, Mr. McCutchen will take "Today" viewers on a tour of the Mark Hopkins Hotel in San Francisco where Mr. Khrushchev will be staying. He will also interview many of the hotel employees to find out their impressions of Mr. Khrushchev and his family.

On Tuesday, Sept. 22, "Today" will be telecasting again from San Francisco and then will give viewers a live picture of the Des Moines Municipal Airport where Mr. Khrushchev will land for his Iowa visit. During the 7 to 7:30 a.m. EDT segment, Mr. McCutchen will report on the entourage's tour of San Francisco and The Sanford Research Institute in Menlo Park. He will also recap the speeches given at the civic dinner of the previous evening.

At 8:15 a.m. EDT Mr. McCutchen will present a live pickup from the Des Moines Airport. He will report on the preparations being made by Iowa's Governor Herschel C. Loveless and the state's National Guard.

Coon Rapids, Iowa, and the farms of Roswell Garst will be the scene of "Today's" live coverage Wednesday, Sept. 23. Dick McCutchen will interview townspeople to determine their reaction to the Premier's visit and summarize the Russian leader's activities of the previous night during the 7 to 7:30 a.m. EDT segment of the show.

(more)



### 3 - Khrushchev Coverage

This will be followed by a tour of the Garst farm and an interview with Stephen Garst, Roswell's son at 8:09 a.m. EDT.

On Thursday, Sept. 24, the 7 a.m. EDT portion of "Today" will carry a summary of Mr. Khrushchev's visit to Coon Rapids and Ames, Iowa including the Premier's impressions of the tour.

"Today" cameras will then take viewers to the University of Pittsburgh for interviews with students who will meet Mr. Khrushchev.

On Friday, Sept. 25, McCutchen will telecast from Washington, D. C., with an account of the Russian leader's visit to a Pittsburgh steel plant and the remaining activities scheduled for Mr. Khrushchev before he returns to the U. S. S. R. Sept. 27.

("Today" is telecast on the NBC-TV Network Monday through Friday, 7 to 9 a.m. EDT.)

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NBC-New York, 9/18/59



SIR ALEC GUINNESS, GWEN VERDON, RALPH BELLAMY JOIN LIST OF STARS  
FOR 'A TRIBUTE TO ELEANOR ROOSEVELT ON HER DIAMOND JUBILEE'

Sir Alec Guinness, Gwen Verdon and Ralph Bellamy have joined the growing ranks of celebrities who will participate in "A Tribute to Eleanor Roosevelt on her Diamond Jubilee" Sunday, Oct. 25 on the NBC-TV Network (8-9 p.m. EDT). The show will salute the Eleanor Roosevelt Cancer Research Institute.

Arthur Godfrey will be host of the special full-hour program, and Maurice Chevalier also will be a guest, as previously announced.

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NBC-New York, 9/18/59





2 - 'A Tribute to Eleanor Roosevelt'

Bellamy had a long and successful Broadway run with his portrayal of Franklin D. Roosevelt in "Sunrise at Campobello." He also appeared in such hits as "Tomorrow the World," "State of the Union," "Detective Story." He has made more than 80 movies and has acted on many television shows.

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NBC-New York, 9/18/59



NBC TELEVISION NETWORK



NEWS

September 18, 1959

'WICHITA TOWN'

- - -

Frontier Action-Adventure Series--Starring Joel McCrea  
and Co-Starring His Son Jody--Starts in NBC-TV  
Wednesday Night Time-Spot Sept. 30

Boisterous cowboys, fresh from the trail, wildly welcome the new town of Wichita, terrifying residents until stopped by Marshal Mike Dunbar (star Joel McCrea) in the new series "Wichita Town," premiering on the NBC-TV Network, Wednesday, Sept. 30 with the episode "The Night the Cowboys Roared" (10:30-11 p.m. NYT). The series co-stars Joel McCrea's son, Jody. ("Wichita Town" is sponsored by Procter & Gamble through Benton & Bowles, Inc.).

The range riders have anticipated high times since leaving the Panhandle. Trail leader Mike Dunbar (McCrea) gives his boys free rein in Wichita until Bridey (Chuck Hayward), a cowhand, mistakenly kills Manuel (Tony Montenaro), an orphaned youngster Mike has befriended. Bridey is jailed, and Mike swears to wear the marshal's badge until he restores order in Wichita.

Trailhands, angry upon hearing of Bridey's imprisonment, decide to spring him. Lawman Mike orders the Golden Bull Saloon closed, tells them to leave Wichita. Backed by Deputy Ben Matheson (Jody McCrea), Mike wins a gunfight with cowhand Fletcher (James Coburn), and the men depart. Mike decides Wichita is his home now, and he stays, wearing the marshal's badge.

(more)





The opening teleplay was directed by Jerry Hopper and written by Richard Alan Simmons from a story by Dan Ullman. Cast members in the first show include Bob Anderson, Frank Ferguson, Robert Foulk, Herbert Rudley, James Coburn, Alan Wells, Don Kennedy, Pitt Herbert, Neil Grant and Earl Hodgins.

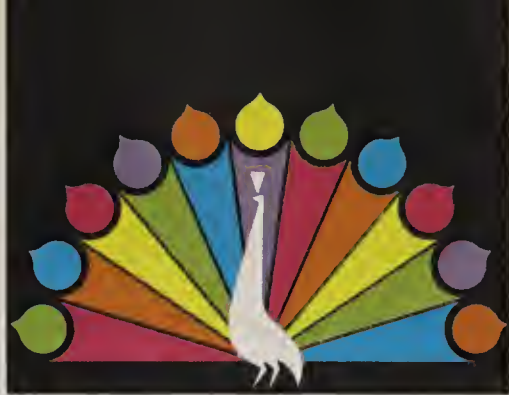
The weekly half-hour episodes will show the struggles of people building their community in the frontier days of the great cattle drives.

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NBC-New York, 9/18/59



NBC TELEVISION NETWORK



NEWS

September 18, 1959

'RICHARD DIAMOND, PRIVATE DETECTIVE'

- - -

Series of All-New Episodes Starring David Janssen Starts  
on NBC-TV Network in Monday Night Time-Spot on Oct. 5;  
Gangland Mystery Solved on First Show, 'The Hoodlum'

Gang leader Paul Trumbo (Alan Reed) gives Richard Diamond (series star David Janssen) one hour to produce a mysterious book Diamond knows nothing about in the opening episode of the half-hour detective-adventure series, "Richard Diamond, Private Detective," titled "The Hoodlum," Monday, Oct. 5 (NBC-TV Network, 7:30-8 p.m. NYT). Trumbo swears if Diamond does not produce the book within 60 minutes he will die.

As seconds tick by, the trail leads Diamond to Trumbo's accountant and a murder. Diamond is assisted in his search by Lt. Kile (Russ Conway) and "Sam," husky-voiced telephone-answering service girl. Between her clever use of the telephone and expert sleuthing by Diamond and Kile, they solve the first mystery of the NBC-TV series of all-new episodes.

"Richard Diamond, Private Detective" is packaged by Four Star Films, Inc. and produced by Vincent M. Fennelly.

"The Hoodlum" was written by John Robinson. The music was supervised by Herschel Burke Gilbert. The score was composed by Richard Shores, and theme music by Pete Rugulo. Thomas Carr directed the premiere drama.

(more)



2 - 'Richard Diamond, Private Detective'

The series will be co-sponsored by the Block Drug Company through Sullivan, Stauffer, Colwell & Bayles, Inc., advertising agency, and by the Pharma-Craft Company through J. Walter Thompson Company.

\* \* \*

CREDITS FOR 'RICHARD DIAMOND, PRIVATE DETECTIVE' ON THE NBC TELEVISION NETWORK
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TIME:	NBC-TV Network, Thursdays, 7:30-8 p.m. NYT, starting Oct. 5.
STAR:	David Janssen as Richard Diamond
FORMAT:	The half-hour detective-adventure series presents debonair, young detective Diamond and "Sam," telephone-answering service girl who flashes messages to him. The fast-moving episodes involve crime, detection, action and tense courtroom drama.
PREMIERE SHOW: (Oct. 5)	"The Hoodlum"
SUPPORTING CAST: OF "THE HOODLUM"	Russ Conway as Lt. Kile; Alan Reed as Paul Trumbo; Peter Leeds as Frank; Cecil Weston as Amy; Adrienne Marden as Mrs. McPherson; Chuck Stanaker as Photographer; John Alvin as Doc; Renny McEvoy as Bystander; Gil Perkins as Ernest.
PRODUCER:	Vincent M. Fennelly
DIRECTOR:	Thomas Carr
WRITERS:	Various. (John Robinson on premiere show.) (more)





3 - 'Richard Diamond, Private Detective'

PRODUCTION SUPERVISOR: Jack Sonntag

EDITORIAL SUPERVISOR: Bernard Burton

SUPERVISING ART DIRECTOR: Bill Ross

DIRECTOR OF PHOTOGRAPHY: Carl E. Guthrie, A. S. C.

UNIT MANAGER: Norman S. Powell

EDITED BY: C. Lyle Boyer, A. C. E.

ASSISTANT DIRECTOR: Richard Evans

ART DIRECTOR: Louis Siegel

SOUND: Stephen J. Bass

SET DECORATION BY: Chester Bayhi and Robert C. Bradfield

SOUND EFFECTS: Earl Cooper

MAKEUP ARTISTS: Carlie Taylor

WARDROBE BY: Robert B. Harris

CASTING: Marjory McKay

MUSIC SUPERVISED BY: Herschel Burke Gilbert

SCORE COMPOSED BY: Richard Shores

THEME MUSIC BY: Pete Rugulo

ORIGINATION: Filmed at Republic Studios, Studio City,  
Calif.

PACKAGER: Four Star Films, Inc.

SPONSORS (AND AGENCIES): Block Drug Company (Sullivan, Stauffer,  
Colwell & Bayles, Inc.) and Pharma-  
Craft Company (J. Walter Thompson  
Company)

NBC PRESS REPRESENTATIVES: Jane Westover (Hollywood), Al Cammann  
(New York).

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NBC-New York, 9/18/59



NBC TELEVISION NETWORK



NEWS

"GOODYEAR THEATER" SEASON'S PREMIERE

- - -

Tony Randall Stars as Charles MacArthur in Story by Ben Hecht  
in Alternate-Monday Series Starting Sept. 28

Tony Randall will star in "Hello, Charlie," the opening show of the Fall season of "Goodyear Theater" Monday, Sept. 28 (NBC-TV Network, 9:30-10 p.m. EDT). The story is based on an incident in the life of the late Charles MacArthur, the noted author and playwright, and was written by his friend and collaborator, Ben Hecht.

Randall portrays MacArthur as a young reporter in Chicago. A little girl is locked in a safe, and MacArthur has two noted thieves sprung from jail to help open the safe. When it is opened, the girl is not inside. However, the resourceful MacArthur and his editor, Walter Hovey (John Dehner), save the situation for their paper in a remarkably resourceful way.

Also in the cast are Joe E. Ross as Big Moe, Walter Burke as Irish Eddie, Stanley Adams as Anthony Jacobi and Wendy Winkelman as Letitia McKillup, the little girl who caused all the trouble.

Sidney Lanfield directed this opening program, which was produced by Anthony Wilson. Executive producer for the series is William Sackheim.

"Goodyear Theater" alternates in the Monday time-spot with "Alcoa Theatre," which will start its Fall series on Oct. 5. Agency for Goodyear Tire and Rubber Co., the program's sponsor, is Young & Rubicam, Inc.

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NBC-New York, 9/18/59





CREDITS FOR 'THE ARTHUR MURRAY PARTY' ON THE NBC-TV NETWORK

TIME: NBC-TV Network colorcast, Tuesdays,  
9-9:30 p.m. EDT, starting 1959-60 season  
Sept. 29.

HOSTESS: Kathryn Murray

FORMAT: Musical variety with Mrs. Kathryn Murray as  
hostess and featuring dance contests for  
guest headliners, guest performers, dance  
instruction for viewers and specialty  
numbers by Mrs. Murray and the Arthur  
Murray Dancers.

EXECUTIVE PRODUCER: Arthur Murray

DIRECTOR: Coby Ruskin

ASSISTANT PRODUCER: Lee Reynolds

CHOREOGRAPHER: James Starbuck

ASSISTANT CHOREOGRAPHER: Thelma Tadlock

MUSICAL DIRECTOR: Ray Carter

UNIT MANAGER: Edward Rossi

SCENIC DESIGNER: Don Swanagan

CONTINUITY: J. Franklin Jones

COSTUME DESIGNER: Guy Kent

GRAPHIC ARTS: Walter Slovik

TECHNICAL DIRECTOR: Bill Kelly

LIGHTING DIRECTOR: Red McKinnon

SPONSORS: P. Lorillard Company through Lennen & Newell  
Inc.; and Sterling Drug Inc. through  
Dancer-Fitzgerald-Sample Inc.

THEME MUSIC: "Tales of the Vienna Woods" (Strauss)

ORIGINATION: Colonial Theatre, New York City

NBC PRESS  
REPRESENTATIVES: Charlie Gregg, New York; Doug Duitsman,  
Hollywood.

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REVISED CREDITS FOR 'DOUGH RE MI' ON THE NBC-TV NETWORK

TIME: Monday through Friday, 10-10:30 a.m. NYT.

STAR: Gene Rayburn

FORMAT: A musical quiz. Each member of a three-contestant panel is given \$200 on credit and the first three notes of a mystery tune. With the money they bid for the fourth note and the privilege of identifying the song. Players bid for subsequent notes up to 12, until the song is named. If the title is not guessed by the 12th note, a new song is used. Each game consists of three songs valued at \$100, \$300 and \$500, respectively. The winner of the game retains his winnings and remains on the panel along with the runner-up. Contestants leave the panel when they have been runners-up twice.

EXECUTIVE PRODUCER: Edward Pierce

PRODUCER: Hugh Branigan

DIRECTOR: Dick Schneider

UNIT MANAGER: Thomas O'Keefe

MUSICAL DIRECTOR: Paul Taubman

ANNOUNCER: Roger Tuttle

PROGRAM STAFF: Audrey Griffin and Norm Liebmann

ASSISTANT TO PRODUCER: Aaron Greenberg

AUDIO: Lee Kramer

(more)



2 - Credits for 'Dough Re Mi'

LIGHTING: Bruce Mates

TECHNICAL DIRECTOR: Bill Hildreth

VIDEO: Dave Lalicata

ORIGINAL STARTING DATE: Feb. 24, 1958

SPONSORS AND AGENCIES: National Biscuit Company (McCann-Erickson  
Inc.) and Congoleum-Nairn Company (Keyes,  
Madden & Jones Advertising, Division of  
Russell M. Seeds Company).

NBC-TV PRESS  
REPRESENTATIVE: Stan Appenzeller, New York.

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NBC-New York, 9/18/59





REVISED CREDITS FOR 'YOUNG DOCTOR MALONE' ON NBC-TV NETWORK

PROGRAM: "Young Doctor Malone"

TIME: NBC-TV Network, Monday through Friday,  
3-3:30 p.m. NYT.

FORMAT: Serial drama about Dr. Jerry Malone, head of a  
Midwestern hospital; his wife Tracy, his  
adopted son, Dr. David Malone; Jill Malone,  
daughter of Jerry Malone; and the  
Bannisters, Jerry Malone's in-laws.

CAST: Dr. Jerry Malone.....William Prince  
Tracy Malone.....Augusta Dabney  
Dr. David Malone.....John Connell  
Jill Malone.....Freda Holloway  
Emory Bannister.....Judson Laire  
Clare Bannister.....Lesley Wood  
Dr. Paul Brown.....Edmon Ryan  
Dr. Eileen Seaton.....Emily McLaughlin  
Dr. Ted Powell.....Peter Brandon

WRITER: Charles Gussman

PRODUCER: Carol Irwin

DIRECTOR: Jim Young

MUSIC DIRECTOR: Billy Nalle

ASSOCIATE PRODUCER: Doris Quinlan

UNIT MANAGER: A. David Weisgal

ORIGINAL STARTING DATE: Dec. 29, 1958

SPONSORS AND AGENCIES: The Bordon Company (Dancer-Fitzgerald-Sample,  
Inc.) and Kayser-Roth Hosiery Corp.  
(Daniel & Charles).

ORIGINATION: NBC studios, New York

NBC PRESS REPRESENTATIVE: Stan Appenzeller



September 18, 1959

NEW DAY-AND-TIME PERIOD

- - -

Jackie Cooper, Brandon de Wilde and Carol Lynley to Be Guests  
For Season's Premiere of "Arthur Murray Party" Colorcasts

Jackie Cooper, and Brandon de Wilde and Carol Lynley, who co-star in the motion picture "Blue Denim," will be the guest dance contestants on the 1959-60 premiere colorcast of "The Arthur Murray Party" in a new day-and-time period Tuesday, Sept. 29 (NBC-TV Network, 9-9:30 p.m. EDT). (It was formerly presented Mondays at 10 p.m. EDT.)

The program, which stars Kathryn Murray as hostess, also will have composer Richard Adler and singers Merv Griffin, Judy Lynn and Betty Ann Grove as guests. They will highlight a medley of Adler songs from "Pajama Game" and "Damn Yankees."

Mrs. Murray's role on the musical variety show -- marking its tenth year on television -- will include conducting the celebrity dance contests and joining in specialty numbers and sketches. Arthur Murray, noted dance authority, is producer of the program, and will perform in special numbers and with dance instruction for home viewers.

Also featured are the Arthur Murray Dancers, under Choreographer Tom Hansen and Assistant Choreographer Thelma "Tad" Tadlock. Top entertainers will appear weekly as guests.

"The Arthur Murray Party" is co-sponsored by P. Lorillard Company through Lennen & Newell, Inc., and by Sterling Drug, Inc., through Dancer-Fitzgerald-Sample, Inc.

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COLORCAST



September 18, 1959

THE PREMIER'S CLOTHES

- - -

Soviet Embassy Given Suggestions on What Mr. Khrushchev  
Should Wear for His One-Hour Colorcast Talk

Practically everybody, it would appear, has ideas on what Nikita S. Khrushchev should see in the United States, but NBC color television experts in Washington are more concerned about what he wears.

Their interest, however, is only in what he wears on the colorcast of his one-hour talk on the NBC Television Network Sunday, Sept. 27 (6-7 p.m. EDT). They have sent these suggestions to the Russian Embassy:

"Since Mr. Khrushchev's complexion seems to be rather light, a medium to dark business suit of solid color in brown, dark blue or dark grey would be preferable. The shirt should be off-white in a tint of the color chosen for the suit. The tie should be a solid color four-in-hand to match, with no sparkling clip, pin or tack. A small pearl tie-tack may be used if desired. A handkerchief may be just visible in the appropriate lapel pocket, tucked in casually. The above choices should be agreeable to any background of greyed tones. However, if our olive green drapes are to be used, the brown ensemble would be preferred."

Premier Khrushchev's address will be presented exclusively on the NBC Television and Radio Networks. It will be telecast in black-and-white as well as in color.





# TRADE NEWS

2 COPIES X-H

## TWO GOALS FOR THE TV INDUSTRY

- - -

NBC's Walter D. Scott Terms Them Constant Replenishment  
Of "Freshness, Vitality and Prestige," and Enlargement  
Of "Its Role as a National Public Service"

FOR RELEASE TUESDAY, SEPT. 22, 1 P.M. EDT

Two goals for the television industry -- constant replenishment of TV's "freshness, vitality and prestige" and enlargement of "its role as a national public service" -- were outlined today by Walter D. Scott, Executive Vice President, NBC Television Network.

Speaking in New York at "Television '59-'60 -- A TV Guide Preview," Mr. Scott listed these objectives as "not just high-flown ideals but hard-headed facts of commercial well-being" which "we have tried to build into our new schedule at NBC."

Forecasting the 1959-60 year as "television's most rewarding season yet," Mr. Scott noted that because of the fresh programming on all three networks, "there will be only one half-hour time period competitively unchanged from last season."

As evidence of NBC's intention to "do our job properly for our viewers, our advertisers and our affiliates," Mr. Scott cited the emphasis on totality -- "on meeting the greatest possible diversity of viewing tastes," the return on NBC-TV of original live drama, the

(more)



2 - Walter D. Scott

doubling of educational and public affairs programming, the largest sports schedule (450 hours) ever presented, and the scheduling of more serious fare -- documentaries, drama, public affairs and good music -- in peak viewing hours than ever before.

Mr. Scott noted that "we have invigorated our schedule with an unprecedented number of special shows" and with "another factor that's a great refresher for any medium" -- color. We are now presenting color shows at a rate five times greater than all of Hollywood is producing color movies," he said.

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NBC-New York, 9/21/59







# TRADE NEWS

September 21, 1959

NEARLY 100 NBC-TV AFFILIATES PARTICIPATING  
IN NETWORK'S PROMOTION MANAGERS CONTEST

Nearly 100 affiliates of the NBC Television Network are taking part in the network's Promotion Managers Contest, the most ambitious promotion contest ever attempted by NBC.

The competition will make awards to NBC-TV promotion managers for the best, most complete and imaginative campaigns on behalf of the entire NBC-TV Fall evening schedule.

"The contest -- a totality of promotion for NBC-TV's totality of programming -- is an all-out push to promote the biggest rating schedule for the network's new Fall schedule," Al Rylander, Director of NBC Exploitation, said. Fifty of the largest cities in the country are represented in the promotion contest, along with most of the major rating cities, Mr. Rylander stated.

There will be five top winners in the contest, each of whom will receive an eight-day, expense-paid trip from anywhere in the United States to Hollywood next Jan. 9-16. The winners will meet stars of the new NBC-TV shows, watch rehearsals, filming and taping and will have opportunity to learn the inside of network production, planning and programming.

(more)



## 2 - Promotion Managers Contest

Other prizes to be awarded in the contest include an RCA Victor color TV set, a hi-fi set, a tape recorder and a portable TV receiver. The contest, now in progress, will continue until Oct. 11. Entries will be judged on the basis of advertising, exploitation, promotion and publicity activities.

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NBC-New York, 9/21/59





NBC TELEVISION NETWORK



NEWS

September 21, 1959

'SUNDAY SHOWCASE'

MORE TOP NAMES ADDED TO TELECAST TRIBUTE TO ELEANOR ROOSEVELT

- - -

Helen Hayes, Eddie Cantor, Leonard Bernstein and N.Y. Philharmonic  
Joining 'Diamond Jubilee' Special Program of Sunday, Oct. 25

Helen Hayes, Eddie Cantor and Leonard Bernstein and the New York Philharmonic have been added to the stellar talent participating in "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" Sunday, Oct. 25 (NBC-TV Network, 8-9 p.m. EDT). The telecast will be a "Sunday Showcase" special.

Previously announced celebrities for the full-hour special are Arthur Godfrey (as host), Maurice Chevalier, Sir Alec Guinness, Gwen Verdon and Ralph Bellamy.

World leaders and personalities from many fields will also take part in the program which salutes the Eleanor Roosevelt Cancer Research Institute.

David Susskind of Talent Associates will produce the special program which will be written by Reginald Rose.

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SCHEDULE CHANGE

'OUR TOWN' TO BE PRESENTED ON 'THE ART CARNEY SHOW' FRIDAY, NOV. 13;  
ADVANCED DATE DOVETAILS WITH AVAILABILITY OF DIRECTOR JOSE QUINTERO

"Our Town," the famous Thornton Wilder play, originally scheduled for "The Art Carney Show" Friday, Jan. 8 has been advanced to the Carney colorcast of Friday, Nov. 13 (NBC-TV Network, 8:30-10 p.m. EST). Carney will play the role of the Stage Manager. The presentation will be directed by Jose Quintero.

The change in date is being made for several reasons, chief of which is the availability at that time of director Quintero, who is responsible for the current off-Broadway production of "Our Town" being done in the Circle-in-the-Square Playhouse in New York City. The Quintero production has earned warm praise from New York critics.

In addition, the producers of "The Art Carney Show" -- Talent Associates, in association with NBC-TV -- feel that scheduling the poignant Wilder drama as the second Carney special of the season (the series opens Friday, Oct. 2 with "Small World Revue," a comedy presentation) will make for a better balanced season, since Carney plans to alternate his appearances as comedian and serious actor.

Originally the Nov. 13 date was given over to "The Man in the Dog Suit," an adaptation of the Broadway play. This play will be presented later in the season, on a date yet to be chosen.

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SPECIAL NBC NEWS PROGRAM ON BRITISH POLITICAL CAMPAIGN  
AND GENERAL ELECTIONS TO BE TELECAST SEPT. 27

A special NBC News program on the political campaign and general election in Great Britain will be telecast on the NBC-TV Network, Sunday, Sept. 27 (5 to 5:30 p.m. EDT).

This program will feature Chet Huntley as commentator and will be produced by Reuven Frank. The regular "Chet Huntley Reporting" program will be pre-empted on Sept. 27 by the one-hour address of Premier Khrushchev to be colorcast on NBC-TV, 6-7 p.m. EDT.

NBC-New York, 9/21/59





September 21, 1959

NBC NEWS TEAMS AT VANTAGE POINTS IN SAN FRANCISCO  
COVER KHRUSHCHEV TAKING HIS FIRST CLOSE  
LOOK AT U.S. WORKADAY WORLD

SAN FRANCISCO, Sept. 21 -- NBC News teams fanned out around San Francisco today (Monday, Sept. 21) to catch Nikita S. Khrushchev taking his first close look at America's workaday world -- a supermarket, a drug store, a housing development and a computer plant.

The Soviet Premier's tour, starting with a sightseeing sail around San Francisco Bay, was scheduled to be shown on "Journey to Understanding: Report 13" tonight on the NBC-TV Network (7:30-8 p.m. EDT) in the series of NBC News specials on Mr. Khrushchev's American visit.

An NBC News plane, leap-frogging ahead of the Khrushchev party, moved newsmen and equipment to the West Coast over the weekend to serve as the nucleus of the network's coverage of the Premier's three days in California. Editors and directors aboard the plane arrived at Los Angeles early Saturday, Sept. 19, and set up a schedule using 49 correspondents, cameramen and technicians. They pressed into service every available piece of equipment, including live, tape and film mobile units and even a forklift truck.

(more)



## 2 - Khrushchev Coverage in San Francisco

A live TV camera, one of three placed at Los Angeles International Airport, was raised on the forklift truck 27 feet above the runway to look over the heads of reporters and officials for a view of the cool reception that awaited Mr. Khrushchev. Other cameras were stationed along his route through the city and focused on his visit to the Twentieth Century Fox Film studios, where he mixed with Hollywood celebrities and watched the staging of a can-can dance number.

The coverage was seen in two "Journey to Understanding" specials -- "Report 11," produced by Chet Hagan with Martin Agronsky as commentator, and "Report 12," produced by Reuven Frank with Chet Huntley as commentator. Among the NBC News correspondents reporting from the scene were Morgan Beatty, David Brinkley, Chet Huntley, Joseph Michaels and Ray Scherer.

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NBC-New York, 9/21/59







## FEATURE

September 21, 1959

NBC'S MORGAN BEATTY AIDS IN ARRANGING PRESS GROUP'S  
CLOSER CONTACT WITH PREMIER KHRUSHCHEV ON TRAIN

SAN FRANCISCO, Sept. 21 -- The efforts of NBC News commentator Morgan Beatty played an important part in cracking for the first time the tight wall of security separating Nikita S. Khrushchev from newsmen covering his trip.

Beatty's activities led to the Soviet Premier's tour of the special train taking him from Los Angeles to San Francisco yesterday (Sunday, Sept. 20). An unforeseen result was a wild crowd scene at San Luis Obispo, Calif., Premier Khrushchev's first real contact with the American public.

Harvey Tate, commentator for the Plough Radio Stations, had drafted a letter to the State Department requesting that the Premier walk through the press section of the train and greet correspondents and photographers. The newsmen had to agree unanimously that they would remain seated. That there would be no questions or interviews, and that only two photographers in each car would take pictures.

Tate approached Beatty and asked his help in putting the plan into effect. Beatty acted as coordinator. Working with Richard Davies, the plan was first proposed to Russian newsmen by Beatty. Tass, Soviet news agency, agreed to it, answering for the entire Russian group. Then Tate and Beatty sought the individual consent of the other correspondents.

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Because a few would not agree to the restrictions, the plan was dropped. However, Tass got word of it to the official Russian party and Premier Khrushchev decided to make the tour and Ambassador Henry Cabot Lodge Jr. promptly arranged it. Newsmen were asked to remain in their seats but they milled around the Russian leader, asking questions and taking pictures.

At this time the train pulled into San Luis Obispo, where the Premier was scheduled to alight briefly. He was in the dome lounge car near the front of the train, so he left the train through the nearest door, rather than return to the cars for the official Russian party at the rear. This nullified prearranged security measures, and the Soviet leader was swept up in a crowd of newsmen and San Luis Obispo residents. Beatty and Joseph Michaels, NBC News Moscow correspondent, each filed stories at San Luis Obispo on the Premier's visit with newsmen aboard the train. When they saw what was happening on the station platform, they each hastily added bulletins.

Beatty described the action in these words: "Mr. Khrushchev was almost crushed in the crowd, and he was very glad to get back on the train." Michaels said it was "the wildest mob scene" of the Premier's entire trip thus far. NBC cameraman Bradford Kress filmed the jostling crowd, and Michaels did a tape recording on the spot.

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NBC-New York, 9/21/59





MORE NEWS AND NOTES ON A PREMIER PERFORMANCE

SAN FRANCISCO, Sept. 21 -- Ingenuity and fast footwork gave NBC News commentator Morgan Beatty a "beat" in the reporting of Nikita S. Khrushchev's activities aboard the special train from Los Angeles to San Francisco yesterday (Sunday, Sept. 20).

Beatty had noted that the train schedule called for a 14-minute stop at San Jose, Calif., about an hour before arrival at San Francisco, and he was prepared to call NBC News in New York with some information at that stop. But as the train approached San Jose, announcement was made that the time had been cut to eight minutes.

Deciding to go through with the plan anyhow, Beatty got a porter to tell him exactly where the telephones at the San Jose station were located and the quickest route to reach them. He jumped off the train the minute it came to a halt, ran down a ramp, through a tunnel, up another ramp and across the waiting room to the phone booths. It was a two-minute run.

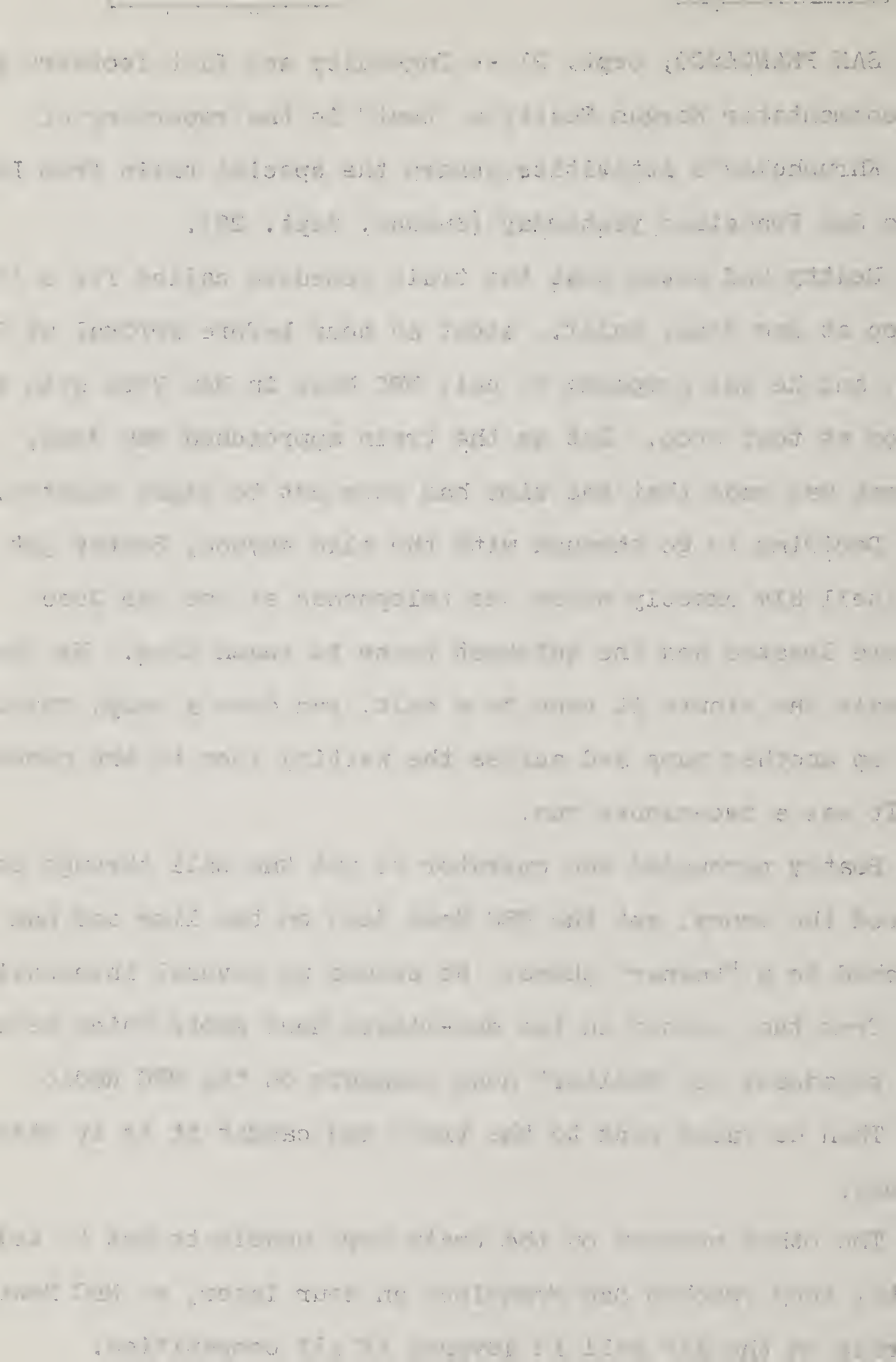
Beatty persuaded the operator to put the call through before he deposited the money, got the NBC News desk on the line and had the call switched to a "beeper" phone. He summed up several interesting incidents from the journey in two one-minute news spots which were taped and broadcast as "Monitor" news segments on the NBC Radio network. Then he raced back to the train and caught it as it started to pull away.

The other newsmen on the train were unable to get to telephones until they reached San Francisco an hour later, so NBC News had these stories on the air well in advance of all competition.

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## 2 - More News and Notes on a Premier Performance

Jack Leppert, of NBC News in Hollywood was the only cameraman who got films of Premier Khrushchev's ride through the San Fernando Valley in California Saturday (Sept. 19). Instead of trying to follow the official procession, he cruised a particular stretch of highway, met the caravan of cars at an intersection and got the exclusive film footage.

\* \* \*

In the excitement of Premier Khrushchev's visit to the 20th Century-Fox Studios in Hollywood Saturday, one Russian cameraman couldn't find his press badges. He appealed to an NBC Newsman for help. The NBC man located a security official and explained the situation. The security man came to the rescue by locating the missing credentials in the Russian's pocket.

\* \* \*

If "they also serve who only stand and wait," NBC's cameraman Gene Barnes and soundman Ted Mann put in four hours of good service at Disneyland Saturday. In the Administration Building behind the scenes of the amusement park they waited all afternoon for Mrs. Khrushchev and others in the Russian party to arrive. The only excitement was provided by false reports that the Russian group was on the way and that Premier Khrushchev himself was in the party. At one point about 40 California highway patrol motorcycles raced through the gate, and it looked as though the moment had come, but a police radio broadcast the information that the visit to Disneyland had been called off. Barnes and Mann packed up their equipment, after verifying the police report, and sped away to their next assignment. No one seemed to know what the motorcycle patrolmen were doing there.

(more)



### 3 - More News and Notes on a Premier Performance

The best guess was that they had been relieved of a detail and had stopped for coffee on their way back to their headquarters.

\* \* \*

Security was so tight during the Khrushchev tour of Hollywood, according to NBC News correspondent Joseph Michaels, that "even Jack Webb couldn't get through the police lines" ... Dick Zeinberg of NBC News in Hollywood asked a police officer if his mobile unit could follow closely behind the Khrushchev motorcade through town. He was told he would be breaking the law if he did, "because we'll be traveling 70 miles an hour all the way" ... NBC's Morgan Beatty was first on the nation's air waves with Premier Khrushchev's surprising remarks at his Hollywood luncheon. Beatty did his broadcast direct from a pay telephone in the 20th Century-Fox commissary. The call to New York cost him \$15.75 -- all in quarters ... David Brinkley's title for the Soviet party's day in the film capital: "Ma and Pa Khrushchev in Hollywood." ... A director in the NBC News control room in Los Angeles was unaware of the total silence that greeted the Soviet Premier out at the airport. He called to NBC Newsmen at the scene: "Give me some crowd noises." ... Gary Cooper's suggestion to the Premier that he learn to relax was relayed to the public through unusual channels. It was overheard by a Hungarian correspondent, who passed it to Morgan Beatty, who reported it on NBC Radio ... in the race to line up all available TV facilities, NBC News has commandeered an offbeat piece of equipment for the Khrushchev visit to the Roswell Garst farm in Coon Rapids, Iowa. For the first time in television history, says director James Kitchell, a TV camera

(more)







4 - More News and Notes on a Premier Performance

will be dollied around on a fertilizer spreader ... NBC correspondent Joseph Michaels has an extra reason to be glad he returned to this country from his Moscow base to cover the Soviet Leader's tour. He's getting to know the Khrushchev family, who are kept completely under wraps in Moscow.

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NBC-New York, 9/21/59



NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Sept. 27 - Oct. 3 (All Times EDT)

Sunday, Sept. 27

6-7 p.m. -- "Journey to Understanding" - Report 17 - Address by Premier Nikita S. Khrushchev at the conclusion of his visit to the United States.

8-9 p.m. -- "Sunday Showcase" presents Part One of "What Makes Sammy Run?"

9-10 p.m. -- "The Chevy Show," starring Roy Rogers and Dale Evans with Edie Adams, Connie Francis, Eddy Arnold, Rafael Mendez, the Pioneers, the Hollywood Square Dancers, the Rudells and special guest Audie Murphy.

Monday through Friday, Sept. 28-Oct. 2

6:30-7 a.m. -- "Continental Classroom" - course in Modern Chemistry. Dr. John W. Baxter is teacher.

Monday, Sept. 28

10-11 p.m. -- "The Steve Allen Plymouth Show" - guests for tonight's premiere show are Tab Hunter and the Nickolais Dancers.

Tuesday through Friday, Sept. 29-Oct. 2

12:30-1 p.m. -- "It Could Be You" - (starting Tuesday, Sept. 29)

NOTE: This program was previously scheduled to become a colorcast on Monday, Sept. 28.

(more)



## 2 - NBC-TV Network Colorcast Schedule

### Tuesday, Sept. 29

9-9:30 p.m. -- "The Arthur Murray Party" - guests on tonight's premiere show are Brandon de Wilde, Carol Lynley, composer Richard Adler and singers Merv Griffin, Judy Lynn and Betty Ann Grove.

### Wednesday, Sept. 30

NOTE: NBC will colorcast the entire World Series (which starts today) unless some of the games are played in the one contender's park where color origination is not now possible. Dates, teams and starting times will be announced.

### Wednesday, Sept. 30

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - guests on tonight's premiere program are Walter Brennan, Peggy King, the Everly Brothers, Jack Cole and his dancers, the recently "discharged" GI's of Sgt. Bilko's platoon - Maurice Gosfeld, Joseph E. Ross, Billy Sands and Herbie Faye -- and the Pitch Hikers Quartet.

### Thursday, Oct. 1

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

William Bendix is Ernie's guest for tonight's premiere program.

### Friday, Oct. 2

8:30-9:30 p.m. -- "The Art Carney Show" - "Small World Revue," starring Art Carney, with Hermione Gingold, Edie Adams, Miyoshi Umeki and Hans Conried. (Series premiere)

### Saturday, Oct. 3

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight's drama is "Paiute War."

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NBC-New York, 9/21/59





CAST AND CREDITS FOR TWO-PART 'SUNDAY SHOWCASE' PRODUCTION  
OF 'WHAT MAKES SAMMY RUN?'--COLORCAST ON NBC-TV NETWORK  
SUNDAY, SEPT. 27 AND SUNDAY, OCT. 4 (8-9 p.m. EDT)

WHAT MAKES SAMMY RUN?

By Budd and Stuart Schulberg

Based on the Novel

By

Budd Schulberg

Starring

JOHN FORSYTHE

as Al Manheim

BARBARA RUSH

as Kit Sergeant

DINA MERRILL

as Laurette Harrington

LARRY BLYDEN

as Sammy Glick

SPECIAL GUEST STAR SIDNEY BLACKMER

as H. L. Harrington

Featuring

David Opatashu

as Sidney Feinman

Horace McMahon

as Mike Crowley

Milton Selzer

as Julian Blumberg

(more)

AND CREDIT FOR TWO-PART 'GREAT SHOW' PRODUCTION  
WHAT MAKES 'GREAT SHOW'--COLLECTOR OF THE NETWORK  
GREAT, SEPT. 27 AND 'GREAT SHOW' (A 19-20 NET)

JOHN HENRY, 'GREAT SHOW'

By Fred and George Schiller

Seen on the Novel

By

John Schiller

John Schiller

JOHN SCHILLER

JOHN SCHILLER

JOHN SCHILLER

JOHN SCHILLER

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JOHN SCHILLER

SPECIAL GUEST STAR SIDNEY BLACKMER

JOHN SCHILLER

JOHN SCHILLER

JOHN SCHILLER

JOHN SCHILLER

JOHN SCHILLER

2 - Credits - 'What Makes Sammy Run?'

Nelson Olmsted

as Ben Osborne

Norman Fell

as Seymour Glick

Jay Lawrence

as Sheik Romero

William Post Jr.

as Lucky Westover

and

MONIQUE VAN VOOREN

as

Zizi Molnari

EXECUTIVE PRODUCER: Robert Alan Aurthur

PRODUCED AND DIRECTED BY: Delbert Mann

PRODUCTION DESIGNED BY: Otis Riggs

COSTUMES: Noel Taylor

GRAPHIC ARTS: James Glenn

MAKEUP: Robert Philippe

ASSOCIATE DIRECTOR: Robert Hopkins

PRODUCTION ASSISTANTS: Jane Wetherell

Patti Tossy

CASTING: Edith Hamlin

STAGE MANAGERS: Dick Auerbach

Sam Kirshman

MUSIC COMPOSED AND CONDUCTED BY: Irwin Bazelon

LIGHTING: Phil Hymes

VIDEO: Arnold Dick

AUDIO: Norman Ogg

(more)

Nelson Directed  
as New Orleans  
Norman Bell  
as Secretary of State  
Jay Lawrence  
as Sheriff Remoto  
William Post Jr.  
as Lucky Weaver  
and

MONTAGUE VAN VOORSE  
at  
First National

Robert Alan Warner  
Delbert Mann  
Gail Rigg  
Paul Hays  
James Glenn  
Robert Phillips  
Robert Hopkins  
Tommy Kirk  
Bill Lee  
John Smith  
Tommy Kirk  
Tommy Kirk  
Tommy Kirk

THE PRODUCER:  
AND DIRECTED BY:  
ION DESIGNED BY:  
ARTS:  
THE DIRECTOR:  
LOW ASSISTANT:  
RECORDS:  
CUTTING AND COMPOSING BY:



3 - Credits - 'What Makes Sammy Run?'

UNIT MANAGER: Bruce Bassett  
TECHNICAL DIRECTOR: Larry Elikann  
ASSOCIATE PRODUCER: Alex March

\* \* \*

THE STORY

PART I

Sammy Glick rises from a dog-eat-dog slum on New York's lower East Side to become copy boy on a metropolitan newspaper. Before he's 20 he works his way up to radio columnist. Then, with the help of a manuscript stolen from a gifted but spineless writer, Julian Blumberg, Sammy lands a job as a Hollywood writer. Although he can't write a line, he proves to be an expert at hiring ghost writers -- among them Al Manheim, his former mentor and confidante on the paper. Go-getter Sammy soon gets himself a girl, Kit Sergeant -- who later brushes him off to marry Al -- and a job as head of a big Hollywood studio by a cunning trick that forces a kindly old producer named Sidney Feinman out in the cold.

PART II

Sammy Glick has everything that money can buy, but he wants more ... social position and a wife. He gets both by wooing and winning Laurette Harrington, beautiful socialite daughter of banker H. L. Harrington, who has invested heavily in Sammy's studio. But the marriage doesn't work. For the first time in his life, Sammy has made the wrong choice. Laurette leaves him for a young matinee idol. Sammy winds up as a lonely man whose life consists of no victories ... merely hours of triumph.

-----O-----

WIMMY Glick  
LARRY ELLMAN  
ALEX MASON

PRODUCED BY  
DIRECTED BY  
THE PRODUCERS

\* \* \*

## THE STORY

### PART I

Wimmy Glick lives in a dog-eat-dog world. He is a  
lost soul to become a big boy on a metropolitan newspaper.  
So he works his way up to radio columnist. Then, with  
a manuscript stolen from a gifted but spineless writer,  
Wimmy lands a job as a Hollywood writer. Although he  
thinks he proves to be an expert at hitting home, he  
meets Al Kahlman, his former mentor and confidant, who  
on Sam's look gets himself a girl. Al says that -- who is  
him off to marry Al -- and a job is made of a hot writer  
by a charming trick that turns a really old-fashioned comic  
trickster out in the cold.

### PART II

Wimmy Glick has everything that money can buy, but he  
feels lonely and a little. He gets both by working for  
Laurie Harrison, a beautiful, sophisticated, and  
attractive, who has turned Wimmy into Sam's rival.  
Wimmy's world. For the first time in his life, Sam  
is wrong. Laurie loves him for a young man's

September 21, 1959

MONDAY-THROUGH-FRIDAY DAYTIME SHOW, 'IT COULD BE YOU,'  
WILL BECOME COLORCAST SERIES SEPT. 29

The daytime version of "It Could Be You," now telecast on the NBC-TV Network in black and white Mondays-through-Fridays, (12:30 p.m. EDT), will become a colorcast series starting Tuesday, Sept. 29.

The popular audience-participation program, which started its fourth year June 4, was last presented in color during the Summer of 1958. Starring Bill Leyden as emcee, the program is based on the element of surprises -- reunions between long-separated relatives and friends, comic stunts and good-will gestures. Since it began in 1956, Leyden has brought about more than 1,400 reunions, has staged 1,560 comic surprises, has been host to hundreds of stars who have helped him surprise unsuspecting members of his audience, and has given away about \$1,500,000 in gifts.

A Ralph Edwards Production, "It Could Be You" originates in Hollywood and is produced by Stefan Hatos. The announcer is Wendell Niles.

A nighttime version of the program is telecast in black and white on NBC-TV Saturdays at 10:30 p.m. EDT.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

September 22, 1959

STATEMENT BY NATIONAL BROADCASTING COMPANY  
ON SETTLEMENT OF GOVERNMENT LITIGATION  
INVOLVING NBC'S PHILADELPHIA STATIONS

The National Broadcasting Company announced today that it had entered into an agreement with the Department of Justice for a Consent Decree whereby NBC will exchange or sell its Philadelphia television and radio stations by December 31, 1962. Under the agreement, NBC will acquire stations in other major markets, thus maintaining the station ownership support needed for the continuation of an effective network service.

The NBC network program service to the Philadelphia area will continue without interruption.

The settlement comes at a time when broadcasting is entering into one of its most important periods -- a period of vastly increased use of the new medium of color television, of new programming concepts, and of expanding activities. It is a period that calls for NBC's undivided attention and fullest energies in meeting the needs of the public, its affiliates and advertisers.

The decree states that NBC's answer in the litigation denied the charges of the Department of Justice, that the decree was entered without any admission of these charges, and that the merits of the case were not passed upon.

The Philadelphia television and radio stations were acquired by NBC in 1956 with the approval of the Federal Communications Commission.

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# TRADE NEWS

September 22, 1959

'WORLD SERIES WARMUP' TO BE CO-SPONSORED  
BY GENERAL MILLS AND AMERICAN TOBACCO

- - -

15-Minute Programs Will Precede Each Telecast  
Of the 1959 World Series on NBC-TV Network

"World Series Warmup," a 15-minute program that will precede each telecast of the 1959 World Series on the NBC-TV Network, will be co-sponsored by General Mills, Inc. and the American Tobacco Company.

The program, to be produced by Sports Programs, Inc., will present a representative from both the American and National League in an analysis of each day's Series game. Jim Colligan will produce the show.

"World Series Warmup" will originate each day in the city where the game is being played, and will begin 15 minutes before the start of the Series telecast (30 minutes before game time).

The General Mills purchase, for its Wheaties cereal, was made through its advertising agency, Knox Reeves Advertising, Inc. The American Tobacco order, for Pall Mall Cigarettes, was placed through Sullivan, Stauffer, Colwell & Bayles, Inc.

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NBC NEWS SETS TV COVERAGE OF SOVIET EMBASSY KHRUSHCHEV EVENTS

The Soviet embassy in Washington has informed the television networks that they may cover Premier Nikita Khrushchev's news conference Sunday, Sept. 27 (4-5 p.m. EDT) and that they may also attend the Soviet embassy reception for the premier Thursday evening, Sept. 24 (6:30-6:50 p.m. EDT).

NBC will handle the pool for the news conference and will have its live television cameras at the embassy for the reception. Portions of the reception will be shown live on the "Texaco Huntley-Brinkley Report (6:45-7 p.m. EDT) and a taped excerpt will be shown on "Journey to Understanding: Report 15" Thursday, Sept. 24 (7:30-8 p.m.) on the NBC-TV Network.

NBC-New York, 9/22/59





DOWN ON THE FARM

- - -

NBC-TV Provides Special Technical Facilities on Roswell Garst's  
Iowa Acreage for Coverage of Nikita S. Khrushchev's Visit

Television went down on the farm today (Tuesday, Sept. 22), down on the Roswell Garst farm, Coon Rapids, Iowa, where Nikita S. Khrushchev is scheduled to get his long awaited look at an American cornfield.

NBC-TV moved onto the Garst farm with two mobile units -- one live and one video tape. Technicians set up three television cameras, one in a sorghum field overlooking the farm, another in a pigsty near the barn and a third on a fertilizer spreader which will be used to follow the Khrushchev party through the cornfields.

A 75-foot microwave tower has been built on a hill behind the Garst farm to relay the TV signals to Omaha, Nebraska, where they will be fed to the NBC-TV Network. TV cables were strung through apple trees and between the rows of tomato plants in Mrs. Garst's vegetable garden.

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NBC-New York, 9/22/59



NBC NEWSMEN ARRIVE IN DES MOINES FROM SAN FRANCISCO IN AIRLIFT  
TO CONTINUE EXTENSIVE COVERAGE OF PREMIER KHRUSHCHEV'S VISIT

DES MOINES, IOWA, Sept. 22 -- The NBC News airlift moved on to Des Moines today to await Premier Khrushchev's arrival and to cover an expected highlight of his American tour -- his visit to a farm deep in the Iowa corn country.

The NBC News plane, carrying a 15-man team of newsmen, took off from San Francisco last night after covering the Soviet Premier's day in and around the city for "Journey to Understanding: Report 13" on the NBC-TV Network.

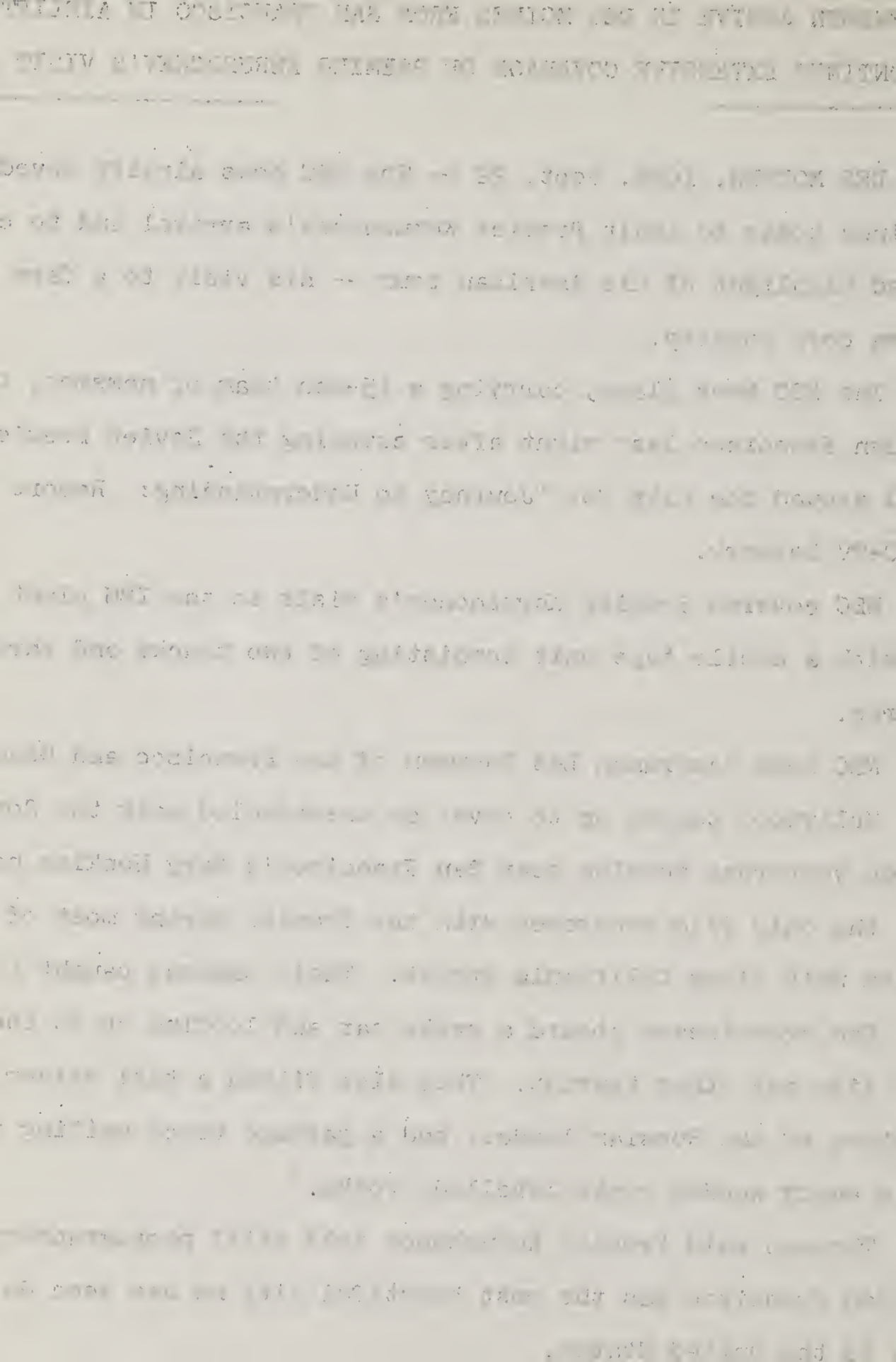
NBC covered Premier Khrushchev's visit to the IBM plant in San Jose with a mobile tape unit consisting of two trucks and three live cameras.

NBC News cameramen Les Thomsen of San Francisco and Gene Barnes of Hollywood teamed up to cover an unscheduled walk the Soviet leader made yesterday morning near San Francisco's Mary Hopkins hotel. They were the only film cameramen with the Premier during most of the three-block walk along California Street. Their cameras caught him waving to San Franciscans aboard a cable car and looking up at the tall buildings like any other tourist. They also filmed a taxi driver taking a picture of the Russian leader, and a garbage truck waiting to receive an empty wooden crate labelled "vodka."

Thomsen said Premier Khrushchev told still photographers with him that San Francisco was the most beautiful city he has seen during his visit to the United States.

Later Barnes filmed the Khrushchev cruise on San Francisco Bay from a press boat, while Thomsen on shore, covered the embarkation.

(more)





## 2 - Khrushchev Coverage

William Roddy of the news staff of KNBC, the NBC-owned station in San Francisco, got an exclusive taped interview with Mrs. Khrushchev as she was about to enter Trader Vic's for lunch. At the same time, Thomsen filmed her arrival at the restaurant.

Mrs. Khrushchev told Roddy that she was "very glad to see the San Francisco people, and, in answer to his question of how she liked the city, she replied: "I like it very very much." The KNBC newsman's tape recorder also caught questions asked by newspaper reporters and Mrs. Khrushchev's answers. One of these questions was what she had bought in a shopping trip she was coming from. Mrs. Khrushchev's answer: "Baby food."

Roddy earlier had done man-in-the-street interviews on what people thought of Premier Khrushchev's reception in cities he had visited so far. Four of five people he stopped said they thought it had been "a disgrace." One woman said she thought the reason was that "Americans are lacking in intelligence." A man showed his civic pride by saying that the premier had been received better in San Francisco than elsewhere because San Francisco is "more cosmopolitan and sophisticated."

Roddy said he "got in the mood" for the Khrushchev visit three weeks ago when he drove to Fort Ross, 90 miles north of San Francisco, and interviewed the custodian of this state park -- formerly the only Russian colony in the United States outside of Alaska. Roddy's coverage of this interesting spot and its unusual history was used on the NBC Radio Network's "Monitor."

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NBC-New York, 9/22/59





'BELL TELEPHONE HOUR'

Cast and Credits

SERIES TITLE: "Bell Telephone Hour"

TELECAST: Friday evenings as part of NBC-TV Friday  
night specials (8:30-9:30 p.m. EDT).

OPENING: NBC-TV Network colorcast Friday, Oct. 9  
(8:30-9:30 p.m. EDT).

FORMAT: Programs of music and dance, both popular  
and classical, with noted artists  
appearing in separate segments of the  
program.

OPENING CAST: Oct. 9 stars: Sally Ann Howes, Alfred  
Drake, Zino Francescatti, The Kingston  
Trio, Red Nichols and his Five Pennies  
with Connee Boswell, The Ballet Russe  
de Monte Carlo starring Nina Novak and  
George Zoritch. Donald Voorhees  
conducts the 57-piece Bell Telephone  
Orchestra.

EXECUTIVE PRODUCER: Barry Wood (for entire series)

PRODUCER: Roger Englander (opening show)

DIRECTOR: Sidney Smith (opening show)

CHOREOGRAPHER: Donald Saddler (opening show)

DESIGNER: Trew Hocker (opening show)

MUSICAL DIRECTOR: Donald Voorhees (for entire series)

PRODUCTION OF SERIES BY: Henry Jaffee Enterprises, Inc.

SPONSOR: The Bell System

AGENCY: N. W. Ayer and Son, Inc.

NBC PRESS REPRESENTATIVE: Leonard Meyers (NBC-New York)

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NBC-New York 9/22/59



CREDITS FOR 'CONTINENTAL CLASSROOM' COLORCAST  
COURSE IN MODERN CHEMISTRY

TITLE: "Continental Classroom" -- Modern Chemistry

TIME: Monday through Friday at 6:30 a.m. local time,  
Sept. 28 through May 27, on NBC-TV Network  
of 156 stations. (COLORCAST)

PRESENTED BY: NBC in cooperation with the American Association  
of Colleges for Teacher Education and  
the American Chemical Society.

CONDUCTED BY: Dr. John F. Baxter

PREMIERE: Monday, Sept. 28 (6:30 a.m. local time)  
Dr. Glenn T. Seaborg, Nobel Prize winner in  
chemistry in 1951 and chancellor of the  
University of California at Berkeley, will  
introduce the course and Dr. Baxter. Dr.  
Baxter will present a brief outline of the  
course, tell how it is to be conducted, and  
give general instructions to viewers.

DESCRIPTION: A two-semester college-level course devoted  
to the fundamental principles of chemistry  
and a survey of recent developments. Nobel  
Prize winners in chemistry and other out-  
standing scientists will be guest lecturers.

ACADEMIC CREDIT  
OFFERED BY: 309 participating colleges and universities.

(more)

COURSE IN MODERN THEATRY

"Contemporary American Drama" -- Modern American  
Monday through Friday 8:30 a.m. local time  
Sept. 28 through May 27, on HBO-TV Network  
of 150 stations. (CO-ORCAST)

HBO in cooperation with the American Assoc-  
tion of Colleges for Teacher Education and  
the American Theatrical Society.

Dr. John F. Barker

Monday, Sept. 28 (8:30 a.m. local time)

Dr. John F. Barker, President of the  
Association in 1981 and Chairman of the  
University of California at Berkeley, will  
introduce the course and Dr. Barker, in  
Barker will present a brief outline of  
the course, which will be conducted  
five times a week, from 8:30 to 9:00 p.m.

A two-hour course will be devoted  
to the development and production of drama  
and a survey of modern drama.  
Three winners in the category and other  
dramatic manuscripts will be given prizes.



## 2 - Credits for 'Continental Classroom'

ADVISORY COMMITTEE: The American Chemical Society has appointed a nine-man advisory committee headed by Dr. William F. Kieffer, professor of chemistry at the College of Wooster (O.) and editor of the Journal of Chemical Education. Other committee members are Dr. Donald S. Allen, head, Division of Natural Sciences, State Teachers College, New Paltz, N. Y.; Dr. John C. Bailar Jr., president, American Chemical Society, member of the faculty of the University of Illinois; Dr. Leallyn B. Clapp, professor of chemistry, Brown University; Francis J. Curtis, Vice President, Monsanto Chemical Company, St. Louis; Dr. Henry Eyring, dean, Graduate School, University of Utah; Dr. Julian W. Hill, executive secretary, Committee on Educational Aid, E. I. du Pont de Nemours & Company; Dr. M. O. Mellson, professor of analytical chemistry, Purdue University; and Dr. Charles G. Overberger, head, Department of Chemistry, Polytechnic Institute of Brooklyn, N. Y.

FINANCIAL BACKING BY: Bell Telephone System  
E. I. du Pont de Nemours & Company  
The Ford Foundation  
General Foods Fund

(more)



3 - Credits for 'Continental Classroom'

FINANCIAL BACKING BY: International Business Machines Corporation  
(CONT'D)

Minnesota Mining & Manufacturing Company

Pittsburgh Plate Glass Foundation

Radio Corporation of America

The California Company

Union Carbide Corporation

United States Steel

UNDER OVER-ALL  
SUPERVISION OF:

Edward Stanley

EXECUTIVE PRODUCER:

Dorothy Culbertson

PRODUCER:

Robert Rippen

DIRECTOR:

Marvin D. Einhorn

POINT OF ORIGIN:

Taped in color in NBC's New York Studios.

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NBC-New York, 9/22/59

International Business Machines Corporation  
Albany, New York  
Citibank Trust Department  
New York, New York  
The Gulf Oil Company  
United States Corporation  
United States Steel

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CREDITS FOR 'WICHITA TOWN'  
STARTING ON NBC-TV NETWORK WEDNESDAY, SEPT. 30

PROGRAM: "Wichita Town"

TIME: NBC-TV Network, Wednesdays, 10:30-11 p.m.  
EDT, starting Sept. 30

STAR: Joel McCrea

CO-STAR: Jody McCrea

PREMIERE TELEPLAY: "The Night the Cowboys Roared"

FORMAT: Profile of a burgeoning Western city in the decade after the Civil War. Its chief citizen, and the man around whom the series revolves, is Marshal Mike Dunbar (played by Joel McCrea). Young Ben Matheson (played by Joel's son Jody) drives cattle from his father's huge Circle J Ranch in West Texas to Wichita for shipping. The episodes are about real people with real problems living in frontier days.

SUPPORTING CAST: Bob Anderson as Aeneas MacLinahan, Frank Ferguson as Eric Holbein, Robert Foulk as Joe Kingston, Tony Montenaro as Manuel, Herbert Rudley as Yaeger, James Coburn as Fletcher, Alan Wells as Dilling, Don Kennedy as McGraw, Pitt Herbert as Sutton, Chuck Hayward as Bridey, Neil Grant as Santley, Earl Hodgins as Old Man.

(more)



WYOMING

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2 - Credits for 'Wichita Town'

PRODUCED BY: Mirisch Television Enterprises

DIRECTED BY: Jerry Hopper

TELEPLAY BY: Richard Alan Simmons

STORY BY: Dan Ullman

PRODUCTION EXECUTIVE: Frank Baur

EDITORIAL SUPERVISOR: Bernard Burton

SUPERVISING ART DIRECTOR: Bill Ross

DIRECTOR OF PHOTOGRAPHY: Guy Roe, A. S. C.

ASSISTANT DIRECTOR: Cy Brooskin

SET DIRECTION BY: Budd Friend, Mac Mulcahy

MUSIC BY: Hans Salter

MUSIC AND LYRICS,  
"WICHITA TOWN," BY: Hans Salter and Jack Brooks

EDITED BY: Samuel E. Beetley, A. C. E.

MUSIC EDITOR: Harry King

PRODUCTION: A Mirisch-McCrea Production

SPONSOR: The Procter and Gamble Company

AGENCY: Benton & Bowles, Inc.

FILMED: In Hollywood by Four Star Films, Inc.

PUBLICITY: Jane Westover, NBC Hollywood;  
Charlie Gregg, NBC New York

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NBC-New York, 9/22/59

Walter H. Hopper

BY:

Walter Hopper

BY:

Walter Hopper

BY:

Walter Hopper

EXECUTIVE:

Walter Hopper

SUPERVISOR:

Walter Hopper

NO ART DIRECTOR:

Walter Hopper

NO PHOTOGRAPHY:

Walter Hopper

DIRECTOR:

Walter Hopper

BY:

Walter Hopper

Walter Hopper

BY:

Walter Hopper

Walter Hopper

BY:

Walter Hopper

Walter Hopper

Walter Hopper

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Walter Hopper



September 22, 1959

—IN 'THE WONDERFUL WORLD OF ENTERTAINMENT'—

- - -

Arthur O'Connell Joins All-Star Cast of Premiere Presentation  
On NBC-TV Network's "Ford Startime" Tuesday, Oct. 6

Arthur O'Connell, prominent stage, screen and television actor, has been added to the all-star cast, headed by Rosalind Russell, to appear in "The Wonderful World of Entertainment," premiere presentation on "Ford Startime" Tuesday, Oct. 6 (NBC-TV Network colorcast, 9:30-11 p.m. EDT).

O'Connell will join Miss Russell in the poignant scene from "Picnic" in which Rosemary (Miss Russell), the old maid schoolteacher, pleads with the glamorous salesman, Howard (O'Connell), to marry her as they return to her boarding house in Kansas. Miss Russell and O'Connell starred in the roles in the motion picture version of the William Inge play.

O'Connell brings to nine the number of entertainment world headliners who will perform in the first of the series of the 39 biggest colorcast specials ever presented on TV for one sponsor, the Ford Motor Company. Miss Russell will star as hostess and the audience's guide on "The Wonderful World of Entertainment," which is being produced by Jess Oppenheimer, staged and choreographed by Bob Fosse, written by Howard Teichman and directed by Kirk Browning. Dore Schary is creative consultant.

(more)





Other stars for the production include Polly Bergen, Maurice Chevalier, Eddie Foy Jr., Eddie Hodges, Ernie Kovacs, Jack Paar and Kate Smith.

O'Connell also starred in the original stage production of "Picnic" and in "Lunatics and Lovers" on Broadway. His screen credits, in addition to "Picnic," include "Solid Gold Cadillac," "The Man in the Grey Flannel Suit," "The Proud Ones," "Monte Carlo Story" and "The Violators." On NBC-TV, he has been seen on "The Kate Smith Show," "Philco Television Playhouse," "Max Liebman Presents," "Robert Montgomery Presents," "Mister Peepers," "Ethel and Albert" and, most recently, in "Christabel" on "Goodyear Theater."

Hubbell Robinson is executive producer of the Ford series of specials for his company, Hubbell Robinson Productions, Inc. The agency for the Ford Motor Company is the J. Walter Thompson Company.

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NBC-New York, 9/22/59



CREDITS FOR 'THE BOB HOPE BUICK SHOW' OCT. 8 ON NBC-TV NETWORK

PROGRAM: "The Bob Hope Buick Show"

TIME: NBC-TV Network Thursday, Oct. 8 (8-9 p.m.  
EDT), originating in Hollywood.

STAR: Bob Hope

GUEST STARS: Natalie Wood, the Crosby Brothers (Gary,  
Dennis, Philip and Lindsay), David Rose  
and his Orchestra, and special guest Dean  
Martin

WRITTEN BY: Lester White and John Rapp, Mort Lachman  
and Bill Larkin, Charles Lee and Gig  
Henry

CONSULTANT: Norman Sullivan

CHOREOGRAPHY: Nick Castle

SPECIAL MUSIC FOR  
THE CROSBYS: Dick Stabile

ART DIRECTOR: Jay Krause

COSTUMES BY: Kate Drain Lawson

ASSOCIATE DIRECTOR: Clay Daniel

TECHNICAL DIRECTOR: Joe Conn

UNIT MANAGER: Jerry McPhie

ASSOCIATE PRODUCER: Sil Caranchini

DIRECTED BY: Jack Shea

PRODUCED BY: Jack Hope

(more)



2 - Credits for 'Bob Hope Buick Show'

PRODUCTION BY: Hope Enterprises, Inc., in association  
with the NBC Television Network

EXECUTIVE PRODUCER: Bob Hope

SPONSOR (AND AGENCY): Buick Division of General Motors Corpora-  
tion (McCann-Erickson, Inc.)

PROGRAM PREEMPTS: "Bat Masterson" (8 p.m. EDT) and "Staccato"  
(8:30 p.m. EDT)

NBC PRESS REPRESENTATIVES: Bill Fague, Hollywood; Al Cammann, New  
York.

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NBC-New York, 9/22/59





CREDITS FOR 'THE HOUSE ON HIGH STREET' ON NBC-TV NETWORK

PROGRAM: "The House on High Street"

TIME: NBC-TV Network, Monday through Friday,  
4-4:30 p.m. NYT

PREMIERE: Monday, Sept. 28, 1959

STAR: Philip Abbott stars as probation officer John  
Collier.

FORMAT: Drama series based on actual cases from the  
files of Domestic Relations Courts across  
the country. Each case is seen through the  
eyes of probation officer John Collier, to  
whom a court judge assigns cases for investi-  
gation before the final hearing. Actual  
judges and psychiatrists participate, and the  
courtroom scenes and psychiatric interviews  
are spontaneous and conducted as they would  
be in real life. Each dramatization extends  
over as many half-hour daily episodes as are  
necessary to tell the complete story.

STORYLINE FOR  
FIRST CASE: A 16-year-old boy from "a good family" steals  
a car. Collier interviews him and members  
of his family to learn why he committed the  
crime.

SUPPORTING CAST  
FOR FIRST CASE: Presiding justice...James N. Gehrig, former  
justice of New York City Domestic Relations  
Court.

(more)



2 - Credits for 'The House on High Street'

SUPPORTING CAST FOR  
FIRST CASE (CONT'D):

Psychiatric consultant...Dr. Harris B. Peck,  
formerly director of the New York City  
Domestic Relations Court's Mental Health  
Clinic.

David Evans.....Clay Hall

Mrs. Alma Evans.....Enid Markey

Leo Evans.....Donald Madden

Marion Evans.....Dorothy Rice

Nancy O'Donnell.....Frances Heflin

Policeman.....William Cottrell

Court Officer.....Shaun Dooley

EXECUTIVE PRODUCER:

Roger Gimbel

PRODUCER:

John Haggott

DIRECTORS:

Elliot Silverstein (first case) and Lela Swift.

ASSOCIATE DIRECTOR:

Anne Keeley

FIRST CASE  
DRAMATIZED BY:

James Elward

UNIT MANAGER:

Karl Hoffenberg

TECHNICAL DIRECTOR:

Joe Waag

SETS BY:

Herb Andrews

SPONSORS AND AGENCIES: Sterling Drug, Inc. (Dancer-Fitzgerald-Sample,  
Inc.); Procter and Gamble Co. (Dancer-  
Fitzgerald-Sample, Inc.); Alberto-Culver  
Company (Wade Advertising) and Chesebrough-  
Pond's, Inc. (J. Walter Thompson Co.)

ORIGINATION:

NBC studios, New York.

NBC PRESS  
REPRESENTATIVE:

Stan Appenzeller

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NBC-New York, 9/22/59







## FEATURE

September 22, 1959

### LISSOME LEAP TO SUCCESS

Nearly two Summers of working in NBC's Guest Relations Department have paid off career-wise for William J. Liss, 19-year-old Rutgers University student.

A journalism major at Rutgers, Liss recently was able to transfer to the NBC News Department as a copy boy, and has been experiencing a somewhat different approach to "guest" relations. A break landed Liss a post as an accredited newsman with the party covering activities of this country's No. One guest -- Soviet Premier Nikita S. Khrushchev.

Shortly after reporting to NBC News, Liss came to the attention of Alan White, U. S. news editor of the British Commonwealth International Newsfilm Agency, Ltd. White, whose firm exchanges newsfilm with NBC News, was impressed with Liss's ability and asked him to help him cover Premier Khrushchev's visit.

Although he will be reporting back at Rutgers a bit late this Fall, young Liss will have gotten an advantageous start in his journalistic career. Meanwhile, he will keep apace on weekends throughout the school year by continuing with NBC News on a part-time basis.

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September 22, 1959

'SUNDAY SHOWCASE'

FORMER PRESIDENT TRUMAN (FROM INDEPENDENCE, MO.)  
WILL PARTICIPATE IN OCT. 25 TELECAST TRIBUTE  
TO ELEANOR ROOSEVELT ON HER DIAMOND JUBILEE

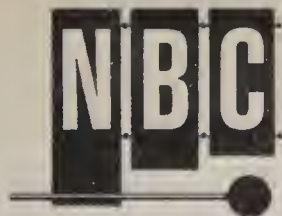
Former President Harry S. Truman will appear from Independence, Mo., on "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" Sunday, Oct. 25 (NBC-TV Network, 8-9 p.m. EDT).

Mr. Truman and other world-famous public figures will salute the Eleanor Roosevelt Cancer Research Institute on the telecast. The additional names will be announced soon.

Arthur Godfrey will be host of the full-hour special "Sunday Showcase" presentation. Previously announced to participate are Sir Alec Guinness, Maurice Chevalier, Gwen Verdon, Ralph Bellamy, Helen Hayes, Eddie Cantor and Leonard Bernstein and the New York Philharmonic.

"A Tribute to Eleanor Roosevelt on Her Diamond Jubilee" is a Talent Associates Production with David Susskind the executive producer.





# TRADE NEWS

2 COPIES X-H

September 23, 1959

'TODAY' PRESENTS FILMS OF N.Y. MOTORCADE SPOTLIGHTING  
NBC-TV NETWORK 'TOTAL TELEVISION' THEME

The "Today" show on Thursday, (Sept. 24) will present filmed highlights of a 20-car motorcade which toured the midtown area of New York City on Tuesday, (Sept. 22) spotlighting NBC's "Total Television" theme.

Each car was driven by an NBC page with guidettes as passengers, and featured a different program or a particular area of the NBC-TV Network's new Fall program schedule.

Jimmy Durante, who will star in two special programs on NBC-TV this season, will appear on the "Today" show as a tie-in with the motorcade.

The cars in the motorcade featured the Fred Astaire, Steve Allen, Bob Hope, Art Carney, Dinah Shore, Gene Kelly and Tennessee Ernie Ford telecasts, "Wagon Train," "Ford Startime," programs for each night of the week, daytime programs and sports programs.

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# TRADE NEWS

September 23, 1959

## EDWIN S. FRIENDLY JR. JOINS NBC-TV NETWORK AS GENERAL SALES EXECUTIVE

Edwin S. Friendly Jr. has joined the NBC Television Network as General Sales Executive, it was announced today by Richard L. Linkroum, Director, Special Program Sales.

Mr. Friendly has been associated with the Columbia Broadcasting System since April, 1956, first as Daytime Program Director and, most recently, as producer of "The Jimmy Dean Show."

He was born in New York City. During World War II he served 3½ years with the 6th Infantry Division in the Pacific, rising in rank from private to captain.

He joined Batten, Barton, Durstine and Osborn, Inc., in early 1946, serving as time buyer and then radio and television producer. In 1948, Mr. Friendly left BBDO to become Director of Radio and Television for Al Paul Lefton advertising agency. Two years later he joined the American Broadcasting Company as a television network salesman.

In 1951, he was made Eastern Sales Manager of ABC-TV, and the following year was promoted to National Director of Sales.

He resigned from ABC in 1953 to become an independent packager and producer of television shows.

Mr. Friendly, his wife, the former Natalie Brooks, and their children Brooke, 4, and Edwin S., III, 2, live in New York City.

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NBC TELEVISION NETWORK



NEWS

September 23, 1959

TENNESSEE ERNIE TO GREET WILLIAM BENDIX (A SINGING WAITER AGAIN)  
AS GUEST ON FIRST 'FORD SHOW' OF NEW SEASON

William Bendix will be Tennessee Ernie Ford's first guest of the new season when the colorcast "Ford Show" returns to the air Thursday, Oct. 1 on the NBC-TV Network (9:30 p.m. EDT).

This will be Ernie's fourth season as star of the program. Harry Geller and his orchestra again will play the musical backgrounds, and the Top Twenty vocal group will again be featured.

William Bendix started his career as a singing waiter in New York's Greenwich Village. "I've been waiting for a chance to sing again ever since," the actor says. He'll show Ernie how to sing while carrying a tray full of food.

Musical numbers Oct. 1 will include "Stay All Night," to be sung by the Top Twenty as the opening number. They also will sing a medley of Scottish tunes. Ernie's closing hymn will be "My Task." Other songs will be announced soon.

Bob Finkel is program director and Cliffie Stone is producer. "The Ford Show" is sponsored by the Ford Division of the Ford Motor Company. J. Walter Thompson is the agency.





155 STATIONS TO OFFER MODERN CHEMISTRY COURSE

- - -

Colorcasts of NBC 'Continental Classroom' Series Represent  
Virtual Saturation Coverage of the Nation

The NBC-TV Network's new "Continental Classroom" course in Modern Chemistry will have virtual saturation coverage of the nation with 155 stations scheduled to telecast it in color Monday through Friday at 6:30 a.m. local time starting Sept. 28.

Last year's "Continental Classroom" course in Atomic Age Physics will be repeated by kinescope and tape recordings on 91 stations Monday through Friday at 6 a.m. local time beginning the same date.

"We are estimating a viewing audience of around a million for Modern Chemistry and Atomic Age Physics this Fall," says Edward Stanley, NBC Director of Public Affairs who has over-all supervision of the program.

"When we began, we had no way of estimating realistically how large the viewing audience for such a program might be. We had some appreciation of the need for the course. But when the measurements were taken, it turned out to be more than 400,000. We know of many multiple viewing groups, and I suspect we could, with a survey-in-depth, justify a considerably higher figure.

"The target for this program was the improvement of science teaching in our high schools. But I am not at all sure that the most important result has been the size of the general audience. Ordinarily 500,000 viewers for a program would hardly race a network's pulse. But the character of the program gives us an entirely new dimension, and a thoughtfulness."

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NBC-New York, 9/23/59





## FEATURE

September 23, 1959

—THE SKI'S NO LIMIT!—

- - -

Amazing Stunts by Top Aqua Stars Will Highlight  
'The Greatest Show on Water' Special Telecast

Bud Collyer, as host, will introduce to viewers thrilling demonstrations of aquatic skills by the nation's top water-skiers as they perform on the water and in the air at breathtaking speeds during "The Greatest Show on Water" over the NBC-TV Network, Sunday, Oct. 4, preceding the World Series coverage (time to be announced).

The half-hour special program, filmed entirely in beautiful Cypress Gardens, Fla., will feature many water skiing specialties never before seen on television. It will be sponsored by the Johnson Motors Corporation through the J. Walter Thompson Company.

Attractive Nancie Rideout, an accomplished and trophy-laden champion at the age of 20, will perform the difficult trick run on a single ski. In 20 seconds she will demonstrate 10 increasingly difficult tricks while speeding through water at 35 miles-per-hour. Miss Rideout is a world champion in jumping, slalom and trick categories, holds the women's water ski jump record of 89 feet, and recently retained her title of national women's champion for the third consecutive year.

(more)





## 2 - 'The Greatest Show on Water'

Next, Simone Khoury, world champion slalom artist who won his first trophies in his native Beirut, Lebanon, will execute the slalom run, displaying the balance and judgment demanded of a record-breaking slalom specialist. Later in the program he will ascent in a kite to a height of 80 feet while being towed at more than 40 miles per hour. A camera attached to the kite will record the flight for viewers.

Ballet on water can be vividly impressive, but few can exhibit such grace while skimming the surface on one ski as does lovely Willa McGuire -- originator and prima ballerina of ballet on water skis, Miss McGuire will be seen performing alone and also with seven pretty Aqua-maids in a syncopated dance on water.

Mike Osborne, new national men's ski champion; Buster McCalla, prize-winning water ski jumper, and Sandy Reynolds will combine their talents in a series of high jumps topped by the double helicopter spin. Their individual skills will also be seen as Osborne is towed from a dry beach to a normal position behind a speeding tow boat -- without wearing water skis. Seconds later, McCalla will reveal his technique in long-distance water ski jumping by traveling more than 135 feet, some 15 feet further than the distance covered in the Wright brothers' first flight.

The "Red Devils," Cypress Gardens' counterpart to the famed "Blue Angels" aerial acrobatic team, and consisting of five precision-drilling boat drivers, will display their skill for the first time on television. They will be seen in tight formation driving, the split-second performance of intricate maneuvers, side-by-side races through

(more)





### 3 - 'The Greatest Show on Water'

cypress-studded channels, and an amazing series of air jumps and geometric maneuvers.

For a change of pace, an outboard water polo game developed especially for the program, will follow. In this event, two teams of two 'flivver' boats each maneuver to force a huge six-foot plastic ball through the opposing goal.

The skill involved in building a human pyramid while skiing at 40 miles an hour, stunt driving by Buddy Boyle and fun with the Aqua-maniacs will complete "The Greatest Show on Water."

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NBC-New York, 9/23/59



SIX NBC-TV CAMERAS SET IN STRATEGIC POSITIONS FOR COVERAGE  
OF KHRUSHCHEV VISIT TO IOWA FARMLANDS

NBC News covered Soviet Premier Khrushchev's visit to the Coon Rapids, Iowa, farmlands today (Wednesday, Sept. 23) with six television cameras in strategic positions, including one atop a 120-foot silo and another in a pig pen. Telecast of the inspection trip was scheduled on the NBC-TV Network's "Journey to Understanding: Report 14" (Sept. 23, 10:30 to 11 p.m. EDT).

Three of the camera positions were on the Jacobson farm, nine miles from the main stop on the Premier's tour, the extensive corn acreage of Roswell (Bob) Garst. At the Jacobson farm, a demonstration of farm implements was planned for Mr. Khrushchev -- with his activities there, as well as his reaction to what he saw, to be picked up by the silo-based camera, another atop a mobile unit and one on the ground.

The three cameras at the Garst location were placed on movable farm equipment -- two on 40-foot "high reachers" (collapsible towers mounted on trucks) and the third on a loading vehicle. Because a camera was placed inside a pig pen for a close look at the farm buildings, Jim Kitchell of NBC News assigned one of his staff to keep the huge hogs from damaging the cable carrying the electronic signal.

Arrangements for the camera locations over the wide area to be covered were directed by Kitchell and by Fred Rheinstein, West Coast producer of the "Today" show.

\* \* \*

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'TERRIBLY UNCOMFORTABLE'

NBC News' Moscow correspondent Joseph Michaels was sitting with two Iron Curtain cameramen when the Khrushchev train passed the Vandenberg Air Force Base, where a pair of Atlas missiles were in plain view. The cameramen, accustomed to the laws in their own countries that prevent photographing so much as a bridge, asked him if they could take pictures. Michaels said that there was nothing to stop them.

"They took the pictures," Michaels says, "but they were terribly uncomfortable about it."

NBC-New York, 9/23/59

REPORT ON THE PROGRESS OF THE WORK

The first part of the report deals with the work done during the year.

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The ninth part deals with the work done during the year.

The tenth part deals with the work done during the year.

THREE-WAY AUDIO-VIDEO INTERVIEW ON 'TODAY'

- - -

U.S. Information Agency Head Allen (in Washington) Analyzes Khrushchev  
Visit's Effects in "Today" Chat with Dave Garroway (in New York)  
And NBC Newsman McCutchen (Covering Tour in Des Moines)

George V. Allen, director of the United States Information Agency, interviewed this morning (Wednesday, Sept. 23) on NBC-TV Network's "Today," said he believes that the upcoming talks between President Eisenhower and Soviet Premier Nikita S. Khrushchev will be serious, bold and forthright and will not be marked by any outbursts of temperament on the part of the Russian leader.

In an exclusive three-way audio and video discussion Allen (in Washington), "Today" reporter Dick McCutchen (with the Russian tour party in Des Moines, Iowa) and Dave Garroway (in New York) analyzed what effect Premier Khrushchev's visit has had so far.

McCutchen agreed with Allen's predictions on the weekend negotiations, adding that one reason which would keep the talks free of outbursts is that "President Eisenhower embodies in himself overwhelming authority, and authority is one thing that Mr. Khrushchev respects."

In regard to the Russian leader's threat to cut short his visit to this country, Allen stated that the government didn't take them seriously. He added that he thought the threats had been greatly exaggerated in the press.

Both Allen and McCutchen felt that Premier Khrushchev was a great performer. "Before an audience he feels and reacts quickly," Allen said. "He has great ability and facility to play to an audience."

(more)



McCutchen, who was on the spot in San Francisco and Des Moines when Premier Khrushchev greeted the crowds in front of his hotel, called him "a master showman." "He responds and the audience senses this response."

Allen said the government, through the Information Agency, was covering the Russian tour in a straightforward way, with the Voice of America trying to give as clear and as exact a picture as possible. The agency was not pointing out that other people (the Russian Press) are carrying it differently. He noted that the films the Russian Press had taken of cheering crowds would undoubtedly receive great play in the Soviet Union both in newspapers and on television.

In answer to the query of Premier Khrushchev's desire of wanting to visit with what he termed the working people of this country, McCutchen said he doubted the Premier's sincerity. He noted that there had been many opportunities during the Western leg of the tour when the Russian leader could have visited American homes and talked to the people.

("Today" is telecast Mondays through Fridays, 7-9 a.m. EDT.)

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NBC-New York, 9/23/59





COLORCAST

ALEXANDRA WAGER, ACTOR'S 9-YEAR-OLD DAUGHTER, TO PORTRAY FLORA  
IN "THE TURN OF THE SCREW," STARRING INGRID BERGMAN

Alexandra Wager, nine-year-old daughter of noted stage and television actor Michael Wager, will replace Carla Challoner as Flora -- in support of Ingrid Bergman's TV dramatic debut -- in "The Turn of the Screw" colorcast on the NBC-TV Network's "Ford Startime" Tuesday, Oct. 20 (9:30-11 p.m. EDT), John Frankenheimer, producer and director, announced today.

The TV adaptation by James Costigan of Henry James' classic tale of the supernatural stars Miss Bergman as a heroic governess who defends two young children (played by Alexandra Wager and Heywood Morse) bound in the spell of ghosts. Hubbell Robinson is executive producer for his company, Hubbell Robinson Productions, Inc.

Alexandra Wager's role in "The Turn of the Screw" will mark only the second time she has been seen in any theatrical medium. In March, 1958, she played opposite Helen Hayes in "Mrs. McThing" on "Omnibus" over the NBC-TV Network.

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NBC-New York, 9/23/59



CAST AND CREDITS FOR "SMALL WORLD, ISN'T IT!"--  
COLORCAST SPECIAL OF "THE ART CARNEY SHOW"  
ON THE NBC-TV NETWORK, FRIDAY, OCT. 2

PROGRAM: "The Art Carney Show" presentation of "Small  
World, Isn't It!" (previously titled  
"Small World Revue")

TIME: NBC-TV Network colorcast, Friday, Oct. 2,  
8:30-9:30 p.m. EDT.

STARS: Art Carney, Edie Adams, Hans Conried,  
Hermione Gingold and Miyoshi Umeki, and  
introducing Marie-France.

PRODUCED BY: David Susskind for Talent Associates in  
association with the NBC-TV Network.

DIRECTED BY: Bert Shevelove

ASSOCIATE PRODUCER: Jose Vega

PRODUCTION SUPERVISOR: Renee Valenti

WRITTEN BY: Larry Gelbart and Sheldon Keller

MUSIC DIRECTOR: Bernie Green

CHOREOGRAPHER: Mary Jane Doerr

COSTUMES: John Boxer

SPONSOR: United Motors Service Division, General  
Motors, and AC Spark Plug Division,  
General Motors

ADVERTISING AGENCIES: Campbell Ewald Company for United Motors  
Division and D. P. Brother & Co. for  
AC Spark Plug Division.

POINT OF ORIGINATION: Ziegfeld Theatre, New York

PRESS CONTACT: Betty Lanigan (New York)

(more)

COPIES OF THIS REPORT TO BE FURNISHED TO THE FBI AND THE FBI

ON THE 100-TH ANNIVERSARY, 1911-1912

"The ABC-Cammy Show" presentation at  
World, Inc. (previously titled  
"World World News")

100-TH ANNIVERSARY, 1911-1912

8:30-9:30 p.m. EDT

100-TH ANNIVERSARY, 1911-1912  
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100-TH ANNIVERSARY, 1911-1912



LIST OF SKETCHES AND SONGS

1. Introduction by Art Carney
2. Italian Restaurant Sketch
  - American Tourist....Art Carney
  - Italian Waiter....Hans Conried
3. Production Number - "Hooray For Love," sung by Edie Adams,  
Miyoshi Umeki and Marie-France
4. English drama - "Separate Checks"
  - Hotel Owner....Philippa Bevan
  - Hotel Guest....Viola Roche
  - Colonel Cartwright....Art Carney
  - Natalie Plankton....Hermione Gingold
5. Production Number - "It's So Nice To Go Traveling" - Art  
Carney, Edie Adams, Miyoshi Umeki and Hermione Gingold
6. American Television Sketch - "Little World"
  - Television Commentator....Art Carney
  - Maxine Ellsworth....Hermione Gingold
  - Plato Aristophanes....Hans Conried
  - Kay Serra....Edie Adams
7. Production Number - "International Varieties" (an old-  
fashioned vaudeville show)

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NBC-New York, 9/23/59

# LIST OF SKETCHES AND SCENES

Introduction by Art Garney

Italian Restaurant Sketch

American Tourist... Art Garney

Italian Waiter... Hans Conrad

Production Number - "Honey for Love," sung by Ella and

Myosie Umeki and Marie-France

English Game - "Separate Cheats"

Hotel Owner... Philippe Egan

Hotel Guest... Viola Boone

Colonel Carmichael... Art Garney

Hotel Receptionist... Horstmann Gifford

Production Number - "It's So Nice To Go Traveling" -

Garney, Marie-France, Myosie Umeki and Horstmann Gifford

American Television Sketch - "Little World"

Television Commentator... Art Garney

Maxine Ellsworth... Horstmann Gifford

Hotel Aristocrat... Hans Conrad

Ray Garney... Marie Adams

Production Number - "Tavern and Varieties" (an old-

fashioned vaudeville show)

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PROGRAM: "From These Roots"

TIME: NBC-TV Network, Monday through Friday,  
3:30-4 p.m. NYT.

FORMAT: Serial drama based on the lives of the Fraser  
family in the small town of Strathfield, New  
England.

CAST:

Liz Fraser.....	played by Susan Brown
Ben Fraser.....	Rod Hendrickson
Emily Benson.....	Helen Shields
Lydia Benson.....	Sarah Hardy
Jim Benson.....	Henderson Forsythe
Ben Fraser Jr.....	Frank Marth
Rose Fraser.....	Julie Bovasso
Dan Fraser.....	Dana White
Dr. Buck Weaver.....	Len Wayland
Kass.....	Vera Allen
Tim Benson.....	John Stewart
Judge Tompkins.....	Noel Leslie
Peggy Tompkins.....	Ellen Madison
Maggie.....	Billie Lou Watt
David Allen.....	Robert Mandan
Louisa Corelli.....	Dolores Sutton
Mr. Vail.....	Bill Smith
Fred Barnes.....	Paul McGrath
Mildred Barnes.....	Doris Dalton
Paul Hyams.....	Frank Milan
Col. Tomkins.....	Ward Costello
Laura Tomkins.....	Audra Lindley
Dr. McAndrew.....	Edgar Stehli

EXECUTIVE PRODUCER: John C. Greene

ASSOCIATE PRODUCER: Paul Lammers

DIRECTORS: Leonard Valenta and Paul Lammers

WRITERS: John Pickard and Frank Provo

SETS: Hjalmar Hermanson

UNIT MANAGER: Clem Egolf

TECHNICAL DIRECTOR: Frank Derienzo

MUSIC BY: Clarke Morgan

ORIGINAL STARTING  
DATE: June 30, 1958

ORIGINATION: NBC Studios, New York

NBC PRESS  
REPRESENTATIVE: Stan Appenzeller





'MERCURY STARTIME'

- - -

Ralph Nelson Signed as Director and Oliver Crawford as Writer  
For 'The Jazz Singer' Colorcast Starring Jerry Lewis

Ralph Nelson and Oliver Crawford have been signed as director and writer, respectively, for the "Mercury Startime" colorcast of "The Jazz Singer" Tuesday, Oct. 13 on the NBC-TV Network (9:30-10:30 p.m. EDT), starring Jerry Lewis in his TV debut in a dramatic book show.

The announcement was made today by the show's producer, Ernest D. Glucksman. "The Jazz Singer," starring Lewis in the title role, will be a joint presentation of Jerry Lewis Enterprises and Hubbell Robinson Productions, Inc. Hubbell Robinson is executive producer.

The teleplay will be based on a treatment of Samson Raphaelson's 1925 Broadway play, "The Jazz Singer," which starred George Jessel, and which was later made into one of Hollywood's first "talking" motion pictures with Al Jolson in the title role.

Nelson has directed highly-praised full-hour and 90-minute dramatic and musical specials -- as well as several weekly series -- during his notable television career, including the award-winning "Requiem for a Heavyweight," the Rodgers and Hammerstein musical, "Cinderella," and Shakespeare's "Hamlet."

Crawford has received the Screen Writers' Guild Award, has been nominated for two Emmy Awards and, in addition to his present assignment on "The Jazz Singer," is writing an original teleplay for the NBC-TV Network's colorcast series, "Bonanza."

"Startime" is the series of the 39 biggest colorcast specials ever presented on TV for one sponsor, the Ford Motor Company. The agency for the Ford Motor Company is J. Walter Thompson Company.

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NBC-New York, 9/23/59







September 24, 1959

'BELL TELEPHONE HOUR' TO PRESENT ALL-GERSHWIN PROGRAM

- - -

Colorcast Nov. 20 to Spotlight Ella Fitzgerald, Vic Damone,  
Marge and Gower Champion, Polly Bergen and Andre Previn

An all-Gershwin program will be colorcast on the  
"Bell Telephone Hour" Friday, Nov. 20 over the NBC-TV Net-  
work (8:30-9:30 p.m. EST).

Stars signed for the show include Ella Fitzgerald,  
Vic Damone, Marge and Gower Champion, Polly Bergen and Andre  
Previn. Donald Voorhees will conduct the 57-piece Bell  
Telephone Orchestra. The program will originate in Hollywood,  
the first time this series has had a West coast origination.

Ira Gershwin, brother of the late composer, who  
wrote many of the lyrics of George Gershwin's finest songs,  
will be adviser to executive producer Barry Wood. Gower  
Champion will stage and choreograph the show as well as  
dance in it.

Previn will be piano soloist for "Rhapsody in Blue."  
Other numbers, will be selected from the 26 successful  
Broadway musicals George Gershwin composed.

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COLORCAST

CREDITS FOR "PERRY COMO'S KRAFT MUSIC HALL"

COLORCASTS ON NBC-TV NETWORK

TIME: NBC-TV Network colorcasts, Wednesdays,  
9-10 p.m. EDT -- a new day-and-time period --  
starting Como's fifth season Sept. 30, 1959

STAR: Perry Como

FORMAT: Musical-variety series with songs, comedy,  
dancing and showbusiness personalities as  
guest stars

GUESTS FOR SEPT. 30: Walter ("The Real McCoys") Brennan, vocalist  
Peggy King, the singing Everly Brothers,  
choreographer Jack Cole and his dancers and  
The Pitchikers barbershop quartet.

CAST: Mitchell Ayres orchestra, Ray Charles singers,  
Louis Da Pron dancers and Frank Gallop.

PRODUCER-DIRECTOR: Clark Jones

ASSOCIATE PRODUCER: Henry Howard

WRITERS: Herbert Baker with Billy Friedberg and Will  
Glickman

MUSIC DIRECTOR: Mitchell Ayres

CHORAL DIRECTOR: Ray Charles

CHOREOGRAPHER: Louis Da Pron

TECHNICAL DIRECTOR: Heino Ripp

ANNOUNCER: Ed Herlihy

SCENIC DESIGNER: Peter Dohanas

COSTUMES: Michi

UNIT MANAGER: John Kennedy

(more)





2 - Credits for "Perry Como's Kraft Music Hall"

PRODUCED BY: Roncom Productions

THEME SONGS: (Opening) "Dream Along with Me" composed by  
Carl Sigman; (Closing) "You Are Never Far  
Away from Me" composed by Robert Allen and  
Allen Roberts. Both published by Roncom  
Music.

SPONSOR (AND AGENCY): Kraft Foods Division of National Dairy  
Products Corporation (J. Walter Thompson  
Company)

ORIGINATION: Ziegfeld Theatre, New York City

NBC PRESS  
REPRESENTATIVES: Al Cammann, New York; Bob Bowen, Hollywood

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NBC-New York, 9/24/59



September 24, 1959

'BRIEFING SESSION,' NBC EDUCATIONAL TV PROJECT SERIES, STARTS  
NEW CYCLE OCT. 6 WITH URGENT U.S. AND FOREIGN ISSUES;  
ROBERT McCORMICK AND LEON PEARSON TO PARTICIPATE

With NBC correspondents Robert McCormick and Leon Pearson joining as new host and facts communicator, respectively, "Briefing Session" will start a 13-week cycle Tuesday, Oct. 6, with an agenda of urgent, unresolved domestic and foreign issues confronting Americans today.

Representatives of divergent points of view will face the cameras each edition of this news-making NBC Educational Television Project program series, which is produced in cooperation with the National Educational Television and Radio Center.

Opening with an examination of "Integration Five Years Later," the series will be telecast to the country's interconnected educational TV stations over NBC's regular network facilities on 13 successive Tuesdays from 10:30 to 11 p.m. EDT. (NOTE: Many NBC affiliated stations will carry the series delayed.)

Panelists for "Integration Five Years Later" (Oct. 6) will be Lenoir Chambers, editor of the Norfolk (Va.) Virginian-Pilot, and Grover Cleveland Hall, editor of the Montgomery (Ala.) Advertiser. With McCormick and Pearson, they will explore three leading questions: What progress has been made since the Supreme Court's "all deliberate

(more)



## 2 - 'Briefing Session'

speed" ruling in 1954? What are the legal aspects of "roadblocking" in some areas of the South? Has the acceleration of school integration, which began with the Court ruling, been worth the cost in social upheaval and violence?

A close look at "China -- the New Imperialists?" will follow Oct. 13. Panelists will be Arnold Brackman, now with the New York Sunday Times and former Far Eastern correspondent for United Press, Christian Science Monitor and the London Economist, and Louis Fischer of the Institute for advanced Study at Princeton, N. J., author of more than a dozen books on world affairs including, most recently, "The Story of Indonesia."

Subjects for subsequent weeks will be "Radiation and Fallout," Oct. 20; "The Frozen Melting Pot," Oct. 27; "The Right to Vote," Nov. 3; "Equal Opportunity -- the Right to Work," Nov. 10; "Caribbean Quandary," Nov. 17.

Also, "Is Democracy Bad for New Nations?," Nov. 24; "Allies and Obligations," Dec. 1; "The Right to Know" (secrecy in government), Dec. 8; "Peace on Earth," Dec. 15; "Policing the World," Dec. 22, and "Prejudice in Politics," Dec. 29.

Joel O'Brien produces "Briefing Session." Frank Pacelli is director, Joan Seaver associate producer, Harry McCarthy writer.

Since the start of the Educational Television Project in the Fall of 1956, NBC has produced in cooperation with the National Educational Television and Radio Center more than 200 half-hours of educational programming. It brought into being the first live programming designed primarily for educational TV stations on a nationwide basis. It is under the over-all supervision of Edward Stanley, NBC Director of Public Affairs. George Heinemann is executive producer.

(more)





3 - 'Briefing Session'

Following is a list of educational TV stations currently on the air and expected to carry the new "Briefing Session" series:

WBIQ, Birmingham, Ala.; WTIQ Munford, Ala.; WAIQ, Andalusia, Ala.; KQED, San Francisco; KRMA-TV, Denver, Colo; WUFT, Gainesville, Fla.; WJCT, Jacksonville, Fla.; WTHS-TV, Miami, Fla.; WEDU-TV, Tampa, Fla.; WGTW, Athens, Ga.; WETV, Atlanta, Ga.; KDPS-TV, Des Moines, Ia.; WTTW, Chicago; WILL-TV, Urbana, Ill.; WYES-TV, New Orleans, La.; WGBH-TV, Boston; WTVS, Detroit; KTCA-TV, Minneapolis-St. Paul, Minn.; KUON-TV, Lincoln, Neb.; KNME-TV, Albuquerque, N. M.; WUNC-TV, Chapel Hill, N. C.; WNED-TV, Buffalo, N. Y.; WENH, Durham, N. H.; WCET, Cincinnati, Ohio; WOSO-TV, Columbus, Ohio.

Also, KOED-TV, Tulsa, Okla; KETA-TV, Norman, Okla; KOAC-TV, Corvallis, Ore.; WHYY-TV, Philadelphia; WQED, Pittsburgh, Pa.; KUHT, Houston, Tex.; KUED, Salt Lake City, Utah; KCTS-TV, Seattle, Wash.; WHA-TV, Madison, Wis.; WMVS-TV, Milwaukee, Wis.; KVIE, Sacramento, Cal.; KUAT, Tucson, Ariz.; WMSB, East Lansing, Mich.; KETC, St. Louis, Mo.; WKNO-TV, Memphis, Tenn.; WIPR-TV, San Juan, Puerto Rico.

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NBC-New York, 9/24/59



TV PROGRAMMING CONCEPTS DISCUSSED BY NBC'S WILLIAM S. HEDGES  
BEFORE MT. KISCO AND PLEASANTVILLE (N.Y.) ROTARY CLUBS

The NBC Television Network's programming concepts for the 1959-60 season will be the subject of an address tonight (Thursday, Sept. 24) to be given by William S. Hedges, Vice President in charge of the Political Broadcast Unit at NBC.

Mr. Hedges, who has been with NBC for 28 years, will be featured speaker before a joint meeting of the Rotary Clubs of Mt. Kisco and Pleasantville at Mt. Kisco, N. Y.

Citing the complexities of man's nature, having a variety of tastes and moods, Mr. Hedges outlined the broad areas of programming undertaken by NBC this season to fulfill the varied tastes of the viewer and listener.

Mr. Hedges went on to outline plans for the new political broadcast unit in preparing for next year's major election campaigns.

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NBC-New York, 9/24/59





WILLIAM RANDOLPH HEARST JR. AND 4 NBC NEWSMEN TO APPRAISE  
KHRUSHCHEV'S VISIT AND ADDRESS ON NBC SEPT. 27

William Randolph Hearst Jr., editor-in-chief of the Hearst newspapers, will join four NBC News correspondents Sunday, Sept. 27 (10:30 p.m. EDT) on the NBC-TV Network in an appraisal of the Khrushchev visit and the Soviet premier's address to be given earlier that day on NBC.

The NBC Newsmen participating in the program, the last in the "Journey to Understanding" series, are Ray Scherer, Richard Harkness, Irving R. Levine and David Brinkley. Mr. Brinkley will be the moderator. The program, which will originate in NBC's New York studios, will be produced by Chet Hagan.

As previously announced, Mr. Khrushchev will speak for one hour Sunday, Sept. 27 on the NBC-TV Network (colorcast) and NBC Radio Network (6 to 7 p.m. EDT).

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NBC-New York, 9/24/59





## FEATURE

September 24, 1959

HOW NBC NEWS TV INTERVIEW OF NIKITA S. KHRUSHCHEV  
AND ADLAI STEVENSON CAME INTO BEING

PITTSBURGH, Sept. 24 -- Nikita S. Khrushchev's exchange of pleasantries with Adlai Stevenson on the subject of retired politicians, fishing ponds and sturgeon is being re-examined by NBC News editors in the hope of determining just how such an impromptu TV interview comes into being.

Mr. Khrushchev and Mr. Stevenson traded banter yesterday during a visit to the farm of Roswell Garst in Coon Rapids, Iowa. Their remarks were video taped exclusively by NBC News and presented on the NBC-TV Network's "Journey to Understanding: Report 14" and the "Texaco Huntley-Brinkley Report" last night (Wednesday, Sept. 23).

NBC Newsmen who were at the scene report that Mr. Khrushchev was driven up to the Garst farm shortly after noon yesterday and was nearly overwhelmed by several hundred reporters and photographers. He stopped for picture-taking near the gate, then was led to a tent in a closed area of the lawn where luncheon was to be served.

About 50 feet from the tent was a TV camera, which NBC director James Kitchell had mounted on the scoop of a tractor. The camera was connected by cable to a mobile tape unit stationed in a field about 100 yards away from the camera.

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A microphone led from the camera to the side of the tent, where NBC News correspondent Morgan Beatty kept an eye on the luncheon and tried to listen in on the conversation of Mr. Khrushchev, Mr. Stevenson and Mr. Garst, who were seated together at the same table.

Correspondent Sander Vanocur walked into the tent, past a security detail of National Guardsmen and Iowa State Police, and asked Mr. Stevenson and Mr. Garst if they would bring the Soviet Premier to the NBC camera. They agreed to try and went on with their luncheon of chicken and barbecued ribs.

Editor Eliot Frankel, meanwhile, had the NBC crew move the tractor-mounted camera still closer to the tent, until it was less than 20 feet from the canvas flap.

When the lunch was over, the NBC team watched with growing concern as Mr. Garst rose from the table and led his guests down a path toward the small lake that was part of the scheduled tour. Suddenly he veered to his right in a move that brought all three directly in front of the camera.

Correspondent Beatty was there to meet them. He asked if they would mind telling about their luncheon talk. Mr. Khrushchev turned to Mr. Stevenson and asked his permission to repeat their conversation.

"You can tell my inmost secrets," Mr. Stevenson said. "You will not be investigated."

They had talked about retired politicians, Mr. Khrushchev said. "I think that honest efforts in politics will always pay in the end," he added.

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"My efforts have been honest," Mr. Stevenson replied, "but they have never paid." If Mr. Khrushchev should ever retire, he went on, the Premier would always be welcome on the Stevenson farm in Illinois.

"Do you have a pond for fishing," the Soviet Premier asked.

"No, but I'll dig one for you," Mr. Stevenson said.

In return, Mr. Khrushchev promised that he would treat Mr. Stevenson to some sturgeon which he would have flown over on the next plane from Moscow.

The video tape was relayed to the NBC-TV Network for NBC News telecasts. The interview was also reported on NBC Radio by correspondents Ray Scherer and Joseph Michaels, who were on the scene.

Director Kitchell put the video tape, together with other taped scenes from Coon Rapids, in a car and rushed them 70 miles to Des Moines. There the job of editing and splicing was completed just one minute before air time.

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NBC-New York, 9/24/59





# MUSIC NEWS

A SERVICE OF



CASTING IS COMPLETED FOR COLORCAST OF BEETHOVEN'S "FIDELIO,"  
SEASON'S OPENING PRESENTATION OF NBC OPERA COMPANY

Casting has been completed for Beethoven's "Fidelio," the new season's opening presentation of the NBC Opera Company, producer Samuel Chotzinoff announced today. The production will be colorcast Sunday, Nov. 8 on the NBC-TV Network (5-7 p.m. EST).

The singers will be Irene Jordan as Leonora, John Alexander as Florestan, Lee Cass as Don Pizarro, Judith Raskin as Marcelline, Chester Watson as Rocco, Kenneth Smith as Don Fernando and Fred Cushman as Jaquino. Peter Herman Adler will conduct. "Fidelio," Beethoven's only opera, will be given in a new English version by Joseph Machlis, especially commissioned by NBC.

This will be the eleventh season of the NBC Opera Company. Four operas will be telecast: "Fidelio," "Amahl and the Night Visitors" by Menotti on Christmas night, Dec. 25, "Cavalleria Rusticana" by Mascagni on Jan. 31, 1960, and Mozart's "Don Giovanni" on April 10, 1960.

Trew Hocker will design the settings and Lewis Brown the costumes. Kirk Browning will be director.

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NBC-New York, 9/24/59





COLORCAST

'SUNDAY SHOWCASE'

MEREDITH WILLSON WILL BE HOST OF SPECIAL COLORCAST  
OF NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES

- - -

"Grammy" Winners Will Perform Music Numbers Voted Year's Best

Meredith Willson, creator of the hit musical, "The Music Man," will be host of the special colorcast of the National Academy of Recording Arts and Sciences Sunday, Nov. 29 on the NBC-TV Network. The program is a full-hour "Sunday Showcase" presentation (8-9 p.m. EST).

The 1959 winners of the coveted "Grammy," elected by members of the Academy, will present the musical numbers which were voted the year's best.

Willson, who has achieved success in various branches of music, is holder of one of the first NARAS awards. The recorded score from "The Music Man" was voted 1958's best original Broadway cast album.

The special colorcast is sponsored by the Watchmakers of Switzerland through Cunningham and Walsh, Inc.

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NBC-New York, 9/24/59



—'MERCURY STARTIME'—

Anna Maria Alberghetti and Molly Picon Are Signed to Co-Star  
In 'The Jazz Singer,' Starring Jerry Lewis in Title Role

Singer-actress Anna Maria Alberghetti and Molly Picon, renowned actress of the Jewish theatre, have been signed for co-starring roles in "The Jazz Singer" colorcast, which headlines Jerry Lewis in his TV dramatic book show debut, on the NBC-TV Network's "Mercury Startime" Tuesday, Oct. 13 (NBC-TV Network, 9:30-10:30 p.m. EDT).

The announcement was made today by Ernest D. Glucksman, who will produce the show. "The Jazz Singer" -- second in the series of the biggest colorcast specials ever presented on TV for one sponsor, the Ford Motor Company -- will be a joint presentation of Jerry Lewis Enterprises and Hubbell Robinson Productions, Inc. Hubbell Robinson is executive producer.

"The Jazz Singer," a 1925 Broadway play by Samson Raphaelson about a cantor's son (to be portrayed by Lewis) who chooses a show-business career against his parents' wishes, has been especially adapted and modernized for Jerry Lewis by Ralph Nelson, who will direct the show, and Glucksman. Oliver Crawford has been signed to write the teleplay.

Miss Alberghetti will portray a top television singing star who offers a small-time comedian (Lewis) his biggest "break" by appearing in one of her TV spectacles. Miss Picon will play the mother.

Miss Alberghetti, Jerry Lewis' personal choice for his leading lady, at 23 has achieved notable success in almost every show-business medium. A concert artist trained in the classical tradition,

(more)





she has thrilled audiences in America's major auditoriums and has sung with many leading symphony orchestras.

In addition to many motion picture singing, comedy and dramatic roles, she has appeared on major TV dramatic and variety hours, including "A Bell for Adano," "Wagon Train," "Desilu Playhouse" and "The Dinah Shore Chevy Show." In nightclubs, she has been a perennial favorite across the country.

Miss Picon, who was discovered by her husband and manager, Jacob Kalish, when he was director of the Boston Opera House, has been a top star of the Yiddish theatre -- and Broadway -- for more than three decades. She is noted as a dramatic actress, comedienne, singer and story teller.

She has performed in vaudeville, and in most of the theatre capitals of Europe, Russia, the Near East, South Africa and South America. Her first stage performance was as Topsy in "Uncle Tom's Cabin" in 1904.

Some of Miss Picon's stage hits include "Gypsy Girl," "Little Devil," "Schmendrik," "Zipke," "The Rabbi's Melody," "Molly Dolly," "The Circus Girl," "The Little Tsar," "The Radio Girl," "The Little Clown," "Sadie Is a Lady," "Take It Easy," "Oy Is Dus a Leb," "Abi Gezunt" and "Morningstar."

After nearly a 10-year absence from the stage, she will open in October as the star of "The Kosher Widow" in New York City. Miss Picon has written the lyrics for the production.

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NBC-New York, 9/24/59





CREDITS FOR 'SPLIT PERSONALITY' ON NBC-TV NETWORK

PROGRAM: "Split Personality"

TIME: NBC-TV Network, Monday through Friday,  
4:30-5 p.m. NYT.

PREMIERE: Monday, Sept. 28, 1959

STAR: Tom Poston

FORMAT: The game is played by two contestants who  
try to identify famous personalities from  
different sets of clues which split the  
personality in two for purposes of  
identification. The first player to name  
the hidden personality wins a game, and  
the number of prizes at stake increases.  
When a player wins two games in a row, he  
wins the match and receives all the  
prizes. He then has an opportunity to  
try for the grand prize by identifying  
a split personality puzzle -- a  
composite photograph of two well-known  
persons.

PRODUCER: S. Robert Rowe

DIRECTOR: Paul Alter

ASSISTANT DIRECTOR: Dave Handler

PRODUCTION MANAGER: Mitchell Leiser

PROGRAM STAFF: Lucretia Scott, Diane Hoffacker and Bertie  
Crane

ANNOUNCER: Johnny Olsen

PACKAGER: Goodson-Todman

(more)



2 - Credits for 'Split Personality'

SPONSORS AND AGENCIES: Sterling Drug, Inc. (Dancer-Fitzgerald-Sample Inc.); Lever Brothers Company (Batten, Barton, Durstine and Osborn Inc.); Frigidaire Division of General Motors Corp. (Dancer-Fitzgerald-Sample Inc.); H. J. Heinz Company (Maxon Inc.); Gold Seal Company (Campbell-Mithun Inc.); General Mills Inc. (Dancer-Fitzgerald-Sample Inc.); The Borden Company (Dancer-Fitzgerald-Sample Inc.); Whitehall Laboratories Division of American Home Products (Ted Bates and Co., Inc.), and Edison Electric Institute (Fuller and Smith and Ross Inc.).

ORIGINATION: NBC Studios in New York

NBC PRESS  
REPRESENTATIVE: Stan Appenzeller

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NBC-New York, 9/24/59





COLORCAST

2 COPIES X-H



September 25, 1959

'SUNDAY SHOWCASE'

"MILTON BERLE SPECIAL," FULL-HOUR COLORCAST OCT. 11,  
WILL MARK SEASON'S DEBUT OF NBC-TV COMEDY STAR

- - -

Lana Turner, Peter Lawford, Barbara Heller  
and Special Guest Danny Thomas on Show

Milton Berle opens his 1959-60 season on the NBC-TV Network with his first full-hour variety show in three years when he is host to Lana Turner, Peter Lawford and special guest Danny Thomas in the "Milton Berle Special" colorcast on the "Sunday Showcase" series Sunday, Oct. 11 (8-9 p.m. EDT).

Comedienne Barbara Heller is featured in Berle's first full-hour variety program since his colorcast series from California in 1955-56.

The "Milton Berle Special" shapes up as a kaleidoscope of comedy, song and dance, with Berle producing as well as starring.

A surprise opening that Berle is keeping "top secret" will be followed by a Berle trademark -- a monologue -- and then by a sketch entitled "The Two Berles," in which Miltie plays the Berle of both past and present.

(more)



## 2 - 'The Milton Berle Special'

Lana Turner, backed by two octettes of singers and dancers, sings "Just Turn Me Loose on Broadway" and "Taking a Chance on Love" in a production number in which she also goes into an East Indian-type dance. Lawford joins Lana in a song and dance number, "You'll Never Get Away from Me."

All four top stars team up in a routine called "The Insulters." Another sketch, entitled "Coffee Break," spotlights Milton and Danny, backed by the Metropolitan Sextette.

Between these two numbers comes the show's major sketch, "The Unbearables," a takeoff on the gangster story, "The Untouchables." Here, Thomas plays "Scarface," Milton his crosstown rival "Bugsy Monahan," Lawford crime reporter Peter Bugle and Miss Heller a nightclub chanteuse in the Chicago of the Roaring Twenties. There are dozens of extras, including two platoons of bodyguards for "Scarface" and "Bugsy." Veteran bandleader Charley Sanford doubles in front of the saloon musicians in this sketch and as music director of the show.

Co-sponsoring "The Milton Berle Special" are E. I. du Pont de Nemours and Company, Inc., through Batten, Barton, Durstine & Osborn, Inc., and Warner-Lambert Pharmaceuticals Co. through Lambert and Feasley, Inc.

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NBC-New York, 9/25/59



September 25, 1959

LOIS SMITH TO CO-STAR WITH JAMES STEWART AND GEORGE GOBEL  
IN "CINDY'S FELLA" COLORCAST ON "FORD STARTIME"

- - -

Gower Champion to Be Director, Bill Frye Producer

Lois Smith, star of stage, television and motion pictures, has been signed to co-star with James Stewart and George Gobel in "Cindy's Fella" on "Ford Startime" Tuesday, Dec. 15 (NBC-TV Network colorcast, 9:30-10:30 p.m. EST) and the production will be directed by Gower Champion and produced by Bill Frye.

The announcement was made today by Hubbell Robinson, executive producer (for Hubbell Robinson Productions, Inc.) of the biggest series of 39 colorcast specials ever presented on TV for one sponsor, the Ford Motor Company. J. Walter Thompson Company is the advertising agency for the Ford Motor Company.

"Cindy's Fella" is described as a Western adaptation of the Cinderella fairy tale. Jameson Brewer is writing the teleplay.

Miss Smith recently starred in the Broadway production of "The Young and the Beautiful" and also has been seen on Broadway in "Orpheus Descending," and "Time Out for Ginger," and at the New York City Center in "The Glass Menagerie" and "The Wisteria Trees."

(more)





2 - "Cindy's Fella"

She has starred on television in major dramatic programs and in the motion picture, "East of Eden."

Champion, one of "The Dancing Champions" with his wife, Marge, has recently directed several major television productions and will soon direct a Broadway show, "The Day They Took Birdie Away." Mr. Frye is executive producer of "Staccato" and "The Deputy," new adventure series on the NBC-TV Network.

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NBC-New York, 9/25/59



NBC-TV NETWORK PROGRAM

'ALCOA THEATRE' OPENS 1959-60 SERIES WITH DAVID WAYNE  
AS GUEST STAR IN STORY OF PLOT TO ASSASSINATE HITLER

- - -

Season Starts Oct. 5 in Alternate-Week Monday Time-Spot

David Wayne is guest star as "Alcoa Theatre" opens its 1959-60 season Monday, Oct. 5, with the presentation of "Operation Spark" on the NBC-TV Network (9:30-10 p.m. NYT).

Wayne stars in the story relating the exploits of a group attempting to assassinate Adolf Hitler before Germany is completely conquered.

Also in the cast are Lamont Johnson, John Larch, John Hoyt, Grandon Rhodes, Peter Adams, Alex Gerry, Gavin McLeod and Ben Wright. Walter Grauman directed "Operation Spark," which was written by Oscar Millard. Producer is Winston O'Keefe and executive producer is William Sackheim.

"Alcoa Theatre" alternates in the Monday time-spot with "Goodyear Theater." Aluminum Company of America sponsors "Alcoa Theatre" through the Fuller & Smith & Ross, Inc., advertising agency.

NBC-New York, 9/25/59





NBC NEWS PLANE RETURNS TO NEW YORK AFTER SIX DAYS  
OF CROSS-COUNTRY TOUR IN ADVANCE OF KHRUSHCHEV

A special NBC News plane which kept camera crews one jump ahead of Nikita S. Khrushchev in his cross-country tour returned to New York last night (Thursday, Sept. 24) after a six-day journey of 5,500 air miles.

The plane, a Convair 440, made stops at Los Angeles, San Francisco, Des Moines and Pittsburgh, reaching each city several hours ahead of Mr. Khrushchev to enable NBC News cameramen and engineers to set up their equipment and be ready to cover the Soviet Premier's activities from the moment of his arrival.

It carried an NBC News crew of 12 and three from the staff of Dave Garroway's "Today" show. Throughout the tour, this advance group traveled during the night while Mr. Khrushchev was resting. A large part of these flight hours was used to plan the next day's news coverage and make assignments. Although the plane had sleeping accommodations -- beds, couches and reclining chairs -- few were able to avail themselves of these facilities for very long. A total of eight gallons of coffee was consumed during the nighttime strategy and briefing sessions.

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'TODAY' OVERSEES UNDERSEAS EXPERIMENT

- - -

Will Show Navy Expert's 300-Foot Ascent Without Diving Gear

"Today" cameras will probe the depths of the sea to cover the free ascent from 300 feet of a man not equipped with diving gear, in a special filmed report Tuesday, Oct. 6 on the NBC-TV Network.

In a "Today" exclusive feature, Dr. George Bond of the U. S. Navy will illustrate the buoyancy ascent method for escaping from submarines, a feat never before attempted from this depth. It will be the first time that a man has ever been so far below the surface without special breathing equipment.

By filling his lungs with air before leaving the submarine, Dr. Bond will exhale this compressed air on his ascent thus eliminating the "bends," dread affliction of divers.

Dr. Bond will be Dave Garroway's guest on "Today" to answer questions about his experiment, which will have been filmed the previous day.

("Today" is telecast Monday through Friday, 7-9 a.m. EDT.)

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NBC-New York, 9/25/59





COLORCAST

CAST, CREDITS, SONGS FOR "WONDERFUL WORLD OF ENTERTAINMENT"  
PREMIERE COLORCAST OF NBC-TV NETWORK'S "FORD STARTIME"

PROGRAM: "The Wonderful World of Entertainment,"  
premiere presentation of "Ford Startime"

TIME: NBC-TV Network colorcast Tuesday, Oct. 6,  
9:30-11 p.m. EDT.

STARS: Rosalind Russell, as star performer,  
hostess and the audience's guide;  
Polly Bergen, Maurice Chevalier, Eddie  
Foy Jr., Eddie Hodges, Ernie Kovacs,  
Arthur O'Connell, Jack Paar and Kate  
Smith

ALSO IN THE CAST: Tommy Rall, Mort Marshall, Shirley  
Mitchell, Mason Adams and Gilbert Mack

FORMAT: An excursion-in-depth into every phase of  
American entertainment in music, drama,  
records, motion pictures, radio,  
vaudeville and television, reflecting  
the times in which we have lived from  
1927 to the present.

EXECUTIVE PRODUCER: Hubbell Robinson for Hubbell Robinson  
Productions, Inc.

PRODUCER: Jess Oppenheimer

DIRECTOR: Kirk Browning

STAGED AND  
CHOREOGRAPHED BY: Bob Fosse

WRITTEN BY: Howard Teichman

(more)





2 - 'Wonderful World of Entertainment'

ALSO WRITTEN BY: Larry Gelbart

CREATIVE CONSULTANT: Dore Schary

MUSIC COMPOSED AND  
CONDUCTED BY: Harry Sosnik

ASSOCIATE PRODUCER: James Elson

DANCE ARRANGEMENTS BY: Roger Adams and Fred Werner

ORCHESTRATIONS: Hershy Kay, Dave Terry and Bill Stegmeyer

SET DESIGNER: Jan Scott

COSTUME DESIGNER: Robert Fletcher

UNIT MANAGER: Sigmund F. Bajak

TECHNICAL DIRECTOR: Dan Zampino

AUDIO: Mahlon Fox

LIGHTING: Howard Sharrott

SPONSOR: The Ford Motor Company, through J. Walter  
Thompson Company

ORIGINATION: New York City

NBC PRESS REPRESENTATIVES: Charlie Gregg, New York; Bill Fague,  
Hollywood

\* \* \*

LIST OF SKETCHES AND SONGS

1. Introduction by Rosalind Russell.
2. 1927 -- narration by Miss Russell with flim clips.
3. Vaudeville sketch -- songs, dance and jokes by Polly  
Bergen, Eddie Foy Jr. and Eddie Hodges --  
"Alabammy Bound," "Ain't We Got Fun."

(more)



3 - 'Wonderful World of Entertainment'

4. Talkies -- narration by Miss Russell, with film clips.
5. Radio -- narration by Miss Russell, with comedy sketch.
6. Hit songs -- Kate Smith, Polly Bergen, Eddie Foy Jr.  
and Eddie Hodges and entire company in a medley  
of 1927-39 tunes.
7. Depression -- Miss Russell narrating with film clips.
8. Ballet sequence.
9. Western sequence
10. Career girl sketch -- Miss Russell and Ernie Kovacs.
11. Hit songs -- Kate Smith, Polly Bergen, Eddie Foy Jr.  
and Hodges in medley of 1940s tunes, including  
"God Bless America" by Miss Smith.
12. War years -- introduction by Miss Russell and monologue  
by Jack Paar.
13. Scene from "Picnic" -- Miss Russell and Arthur O'Connell.
14. Hit songs -- Kate Smith, Polly Bergen, Eddie Foy Jr.  
and Eddie Hodges in medley of 1950s tunes.
15. Television -- Ernie Kovacs with Polly Bergen
16. Maurice Chevalier in a monologue and medley of songs, in  
including "Mimi" and "September Song."
17. Finale -- Miss Russell and all.

-----O-----

NBC-New York, 9/25/59







'QUEEN FOR A DAY' TO VISIT SEATTLE AND PORTLAND

"Queen for a Day," starring Jack Bailey, will originate in Seattle, Wash., and Portland, Oregon the week of Oct. 12 and Oct. 19, respectively (NBC-TV Network, Monday through Friday, 2 p.m. EDT).

In Seattle, the show will honor the new NBC-TV affiliate, KING-TV, and will be telecast from the Moore Theatre. In Portland, the program will salute the City of Roses and the Pacific Northwest, as guests of Safeway stores. The show will originate from the Paramount Theatre.

-----O-----

TITLE CHANGE

The title of the new NBC-TV Network Western-adventure film series, starring Michael Ansara as an Apache Indian who serves as a deputy U. S. Marshal in the New Mexico Territory of 1885, will be "Law of the Plainsman," instead of the originally announced "Tales of the Plainsman." The Thursday night series (7:30-8 p.m. EDT) starts Oct. 1.

-----O-----

NBC-New York, 9/25/59



CREDITS FOR 'WORLD SERIES SPECIAL' ON NBC-TV NETWORK

DATE AND TIME: NBC-TV Network, Tuesday, Sept. 29 -- 9:30 to 10:30 p.m. EDT -- the night before the opening game of the 1959 World Series.

EMCEE: Mel Allen.

FORMAT: Series of live and film segments showing the excitement and tension on the eve of the World Series. Participants will include Roy Campanella, Manager Al Lopez and five stars of American League champion White Sox, manager and stars of National League pennant-winner, other baseball players and officials, and sportscasters Lindsey Nelson, Jack Brickhouse, Vince Scully, Chris Schenkel and Howard Cosell. Other highlights are live coverage of victory parades in both pennant-winning cities, presentation of "rookies of the year" team, Univac prediction on Series outcome and filmed profile of White Sox second-baseman Nellie Fox and family.

EXECUTIVE PRODUCER: Charles G. Mortimer Jr.

PRODUCER: Martin Stone

ASSOCIATE PRODUCER: Leon Newman and Howard Cosell

(more)



2 - Credits for 'World Series Special'

DIRECTOR: Jack Sameth

WRITER: Larry Goodman

ORIGINATION: Various locations in Chicago, scene of Series  
opener.

SPONSOR: Union Carbide Consumer Products Company,  
Division of Union Carbide Corporation, for  
Prestone Anti-Freeze.

AGENCY: William Esty Company, Inc.

NBC PRESS  
REPRESENTATIVE: Bob Goldwater (New York).

-----O-----

NBC-New York, 9/25/59





2 COPIES X-H

NBC TELEVISION NETWORK



September 28, 1959

THREE 'JACK PAAR SHOWS' WILL ORIGINATE IN NASSAU

- - -

Many Special Highlights Planned for Telecasts of Nov. 10-12  
That Will be Taped One Day Ahead in the Bahamas

Jack Paar will take his NBC-TV Network late-night program to Nassau in the Bahamas in November for the video tape origination of three NBC-TV Network telecasts of "The Jack Paar Show." The Nassau programs are scheduled for Tuesday through Thursday, Nov. 10-12.

Hugh Downs, Jose Melis and the trio will accompany Paar to Nassau. Paar will also take seven guest panelists (names to be announced later).

The programs will originate at the British Colonial Hotel, where a theatre hall will be redesigned for the Paar shows.

The Nassau originations will have essentially the same format that the Paar series uses in the United States, including panel conversations, comedy sketches and specialty acts.

However, Paar and the cast will go out "on location" around the city and also show film segments to illustrate life and activities of the resort area.

(more)



2 - 'Jack Paar Show'

Local talent, including string bands, singers and native dancers, will perform on the show. Guest panelists will also be selected from the island's populace.

"The Jack Paar Show" will bring all of the necessary television equipment to the Bahamas. Four cameras and video tape equipment will be shipped to Nassau from Miami. Each show will be taped one day in advance and flown back to New York for telecast on the network.

The cast, program staff and crew will be housed at the British Colonial Hotel during their stay. The 60-member party will travel by Pan American World Airways.

("The Jack Paar Show" is telecast Mondays through Fridays on the NBC-TV Network, 11:15 p.m. to 1 a.m. NYT.)

-----O-----

NBC-New York, 9/28/59





September 28, 1959

"ART LINKLETTER'S SECRET WORLD OF KIDS" TO BE COLORCAST

- - -

Paul Henning to Produce and Dick McDonough to Direct Show  
on "Ford Startime"; Children of Stars to Participate

Paul Henning will be producer and co-writer and Dick McDonough director of "Art Linkletter's Secret World of Kids" in the "Ford Startime" colorcast series Tuesday, Oct. 27 on the NBC-TV Network (9:30-10:30 p.m. EDT).

Art Linkletter will be executive producer and star of this full-hour program. Dick Wesson will be co-writer with Paul Henning.

Hubbell Robinson is executive producer (for Hubbell Robinson Productions, Inc.) of the biggest series of 39 colorcast specials ever presented on TV for one sponsor, the Ford Motor Company. J. Walter Thompson Company is the advertising agency for the Ford Motor Company.

The show will be based on Linkletter's new book, "The Secret World of Kids," to be published Oct. 27, and will explore both the humorous and serious aspects of a child's world. Linkletter will introduce children of Hollywood stars (including surprise appearances of parents as guest stars), prodigies, children from foreign lands, and interviews with kids who "say the darndest things".

-----O-----



# NBC RADIO NETWORK NEWS

September 28, 1959

## 'NATIONAL FARM AND HOME HOUR' MARKS COMPLETION OF 31 YEARS ON THE NBC RADIO NETWORK

The completion of 31 years of service to American agriculture -- and 15 years under the sponsorship of the Allis-Chalmers Manufacturing Co., makers of farm implements -- will be marked Saturday, Oct. 3, by the NBC Radio Network's "National Farm and Home Hour."

The program, which is broadcast at 12 noon EDT, informs people in urban as well as rural areas about the latest agricultural developments. It started on NBC Radio Oct. 2, 1928.

(more)

On the Saturday, Oct. 3, program, Dr. W. M. Beeson will report the results of experiments at Purdue University in the use of drugs on range cattle being shipped to the feed lot and for those on feed. Mel Eckard of Colorado State University will explain how tranquilizers are used as a means of reducing shrinkage when cattle are transferred from range to feedlot.





2 - 'National Farm and Home Hour'

Everett Mitchell has been emcee of the program for 29 years. The broadcasts report on important national and regional agricultural events such as crop meetings, livestock shows, youth events and conservation conferences.

During the past year, the program has covered the National 4-H Club Congress and the International Livestock Exposition in Chicago, the National Western Stock Show in Denver, the Poultry Fact Finding Conference in Kansas City, Mo., the annual meeting of the National Association of County Agricultural Agents in Kansas City, Mo., the National Barrow Show at Austin, Minn., and many other events of agricultural interest.

The "National Farm and Home Hour" is the most honored -- as well as the oldest -- agricultural show on radio. It has received awards from the Institute for Education by Radio at Ohio State University, the National Safety Council and other groups.

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NBC-New York, 9/28/59







## FEATURE

September 28, 1959

### — FINALE OF A PREMIER PERFORMANCE —

- - -

Notes, Quotes and Sidelights on Khrushchev's Farewell Address  
To American People on NBC-TV and Radio Networks

WASHINGTON, Sept. 28 -- William R. McAndrew, Vice President, NBC News, greeted Soviet Premier Nikita S. Khrushchev upon his arrival at WRC-TV, the NBC owned station in Washington, where Mr. Khrushchev made his farewell address to the American people as an exclusive presentation over the NBC Television and Radio Networks last night (Sunday, Sept. 27, 6-7 p.m. EDT).

"What are you going to ask him, Bill?" Mr. McAndrew was asked as he awaited the Russian leader's arrival.

"I'm going to ask him to find an apartment in Moscow for Joseph Michaels (NBC News Moscow correspondent who has been quartered in a Moscow hotel)," Mr. McAndrew replied.

Afterward, Mr. McAndrew was asked if he had gotten the apartment for Michaels.

"No," he admitted. "I didn't have a chance to bring it up."

\* \* \*

NBC Television viewers were treated to rare close-up shots of Nikita S. Khrushchev as he spoke from Washington over NBC last night (Sunday, Sept. 27). It was a close view seldom obtained of a major political figure.

(more)



## 2 - Finale of a Premier Performance

The credit goes to Charles O. Jones, NBC News, who directed the telecast. Jones spent 12 hours Saturday night and early Sunday morning in blocking out the program and planning camera angles.

Paul Malik, NBC engineer, whose portly build, ruddy complexion and lack of hair gives him a resemblance to Mr. Khrushchev, served as stand-in for the Soviet premier.

The assignment was a "hot" one for Malik, who faced a battery of television lights for the 12-hour rehearsal.

\* \* \*

Charles O. Jones, NBC News, director of the NBC telecast of Nikita S. Khrushchev's farewell address last night (Sunday, Sept. 27) spent all Saturday afternoon combing the Washington antique shops for an appropriate decanter to be placed on Mr. Khrushchev's desk.

He spent \$110 on three decanters, finally settling on a crystal one he considered suitable to Russian decor.

The decanter was placed on a tray which was bolted to the desk, so that Mr. Khrushchev could not pull it toward him and block the view.

The chair of interpreter Oleg Troyanovsky at the side of the desk also was bolted to the floor to prevent a shifting which would disrupt the composition of the picture frame.

\* \* \*

A small statuette of an elephant -- but no donkey -- was among the items in a special dressing room provided for Nikita S. Khrushchev at WRC-TV, Washington, where the Soviet premier delivered his farewell address to the American people last night (Sunday, Sept. 27) over the NBC Television and Radio Networks.

(more)





### 3 - Finale of a Premier Performance

The furnishings included a dressing table and several period chairs from the Washington studios prop room. On a table were copies of Newsweek, Life and Time magazines, the Washington Post and the New York Times, as well as two packs of American cigarettes.

\* \* \*

NBC color experts in Washington had suggested to the Soviet Embassy that Soviet Premier Nikita S. Khrushchev wear a medium-toned suit and a shirt in a lighter matching color when he appeared for his farewell talk over the NBC Television Network (Sunday, Sept. 27). Mr. Khrushchev showed up for the telecast in a dark blue suit and a white shirt, instead.

\* \* \*

NBC photographer Jack Zwillinger gave a roll of film to a Soviet photographer whose supply had run short while taking pictures of Mr. Khrushchev in the NBC Studios in Washington. Zwillinger was rewarded by the Russian cameraman with a "Lunar Medal" depicting the Soviet rocket that hit the moon.

\* \* \*

An NBC messenger, carrying the transcript of Mr. Khrushchev's address a page at a time to waiting reporters, was seen reading the text enroute from the stenographic room to the press room. When questioned, he explained, "I'm a history major."

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NBC-New York, 9/28/59



COLORCAST

CREDITS FOR 'DINAH SHORE CHEVY SHOW'

COLORCASTS ON NBC-TV NETWORK

TIME: NBC-TV Network colorcasts, Sundays,  
9-10 p.m. EDT, resuming Oct. 4, 1959.

STAR: Dinah Shore

FORMAT: Music variety featuring top-name  
entertainers as guests. (Oct. 4  
guests: Groucho Marx of the NBC-TV  
and Radio Networks' "You Bet Your  
Life" series, world heavyweight  
boxing champion Ingemar Johansson,  
Carl Reiner, who also is a member of  
Dinah's writing staff; and special  
guest Gwen Verdon, star of the  
Broadway musical comedy hit,  
"Redhead.")

PRODUCER-DIRECTOR: Bob Finkel

DIRECTOR: Dean Whitmore

WRITERS: Charles Isaacs with Carl Reiner

ASSOCIATE PRODUCER: Gordon Wiles

ASSISTANT DIRECTOR: Rick Oxford

MUSICAL NUMBERS STAGED BY: Tony Charmoli

MUSIC DIRECTOR: Harry Zimmerman

MUSIC ADVISOR: Ticker Freeman

CHORAL DIRECTOR: Norman Luboff

(more)



2 - Credits for 'Dinah Shore Chevy Show'

SPECIAL MATERIAL: Earl Brown

COSTUMES: Bob Carlton

DINAH'S GOWNS BY: During the season, Dinah will wear  
gowns created by some of the world's  
outstanding designers. They include  
Pierre Balmain (who will be repre-  
sented on the Oct. 4 show), Hubert  
de Givenchy and Michel Goma of France,  
Princess Irene Galitzene and Roberto  
Capucci of Italy, Rodriguez of Spain  
and Traina-Norell, Pauline Trigere  
and Donald Brooks of the U. S. Bob  
Carlton, who has created many of  
Dinah's gowns on past shows, again  
will design some of the star's  
wardrobe.

SPONSOR (AND AGENCY): Chevrolet Division of General Motors  
Corporation (Campbell-Ewald Company)

PRODUCTION BY: Henry Jaffe Enterprises in association  
with the NBC-TV Network.

ORIGINATION (Oct. 4): Ziegfeld Theatre, New York City

NBC PRESS REPRESENTATIVES: Al Cammann, New York; Norman Frisch,  
Hollywood.

-----O-----

NBC-New York, 9/28/59





NBC TELEVISION NETWORK



NEWS

September 28, 1959

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Oct. 4 - 10 (All Times EDT)

NOTE: NBC will colorcast the entire World Series, unless some of the games are played in the one contender's park where color origination is not now possible. Dates, teams and starting times will be announced.

Sunday, Oct. 4

8-9 p.m. -- "Sunday Showcase" presents part two of "What Makes Sammy Run?"

9-10 p.m. -- "The Dinah Shore Chevy Show" -- on tonight's premiere show of the season, Dinah welcomes world heavyweight boxing champion Ingemar Johansson, Groucho Marx, Carl Reiner and special guest Gwen Verdon.

Monday through Friday, Oct. 5-9

6:30-7 a.m. -- "Continental Classroom" -- Modern Chemistry course.  
Dr. John F. Baxter is teacher.

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is host.

Monday, Oct. 5

10-11 p.m. -- "The Steve Allen Plymouth Show" -- with tonight's guests Teresa Brewer, Buddy Hackett, violinist Jaime Laredo and The Mormon Tabernacle Choir.

(more)



## 2 - NBC-TV Network Colorcast Schedule

### Tuesday, Oct. 6

9-9:30 p.m. -- "The Arthur Murray Party" -- Gisele MacKenzie, Thelma Ritter, Patty McCormack and comedian Jerry Bergen are guests tonight.

9:30-11 p.m. -- "Ford Startime" presents "The Wonderful World of Entertainment," starring Rosalind Russell, Polly Bergen, Maurice Chevalier, Eddie Foy Jr., Eddie Hodges, Ernie Kovacs, Arthur O'Connell, Jack Paar and Kate Smith.

### Wednesday, Oct. 7

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-10 p.m. -- "Perry Como's Kraft Music Hall" -- with Perry's guests John Payne, Dorothy Collins, singer Ivo Robic, and Michele and The Dancing Waters, a fountain display.

### Thursday, Oct. 8

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford, with tonight's guest Maureen O'Hara.

### Friday, Oct. 9

8:30-9:30 p.m. -- "The Bell Telephone Hour" -- tonight's Bell musical premiere stars Alfred Drake, Sally Ann Howes, Zino Francescatti, Red Nichols and his Five Pennies with Connee Boswell, The Kingston Trio and The Ballet Russe de Monte Carlo. Donald Voorhees conducts the Bell Telephone Orchestra.

### Saturday, Oct. 10

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "Enter Mark Twain," with guest star Howard Duff as Samuel Clemens.

(more)





3 - NBC-TV Network Colorcast Schedule

CORRECTION:

Please make the following correction on the NBC-TV Network  
Colorcast Schedule for October, released Sept. 11:

Friday, Oct. 16

8:30-9:30 p.m. -- Kill: Musical variety program. This time period  
will be taken by Project 20's "Life in the Thirties," to be  
telecast in black and white only.

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NBC-New York, 9/28/59

These make the following statement on the 10-11-1964

Colonel Schellman 10-11-1964, released 10-11-1964.

10-11-1964

10-11-1964, 10-11-1964, 10-11-1964, 10-11-1964

Will be taken to Project 10-11-1964, 10-11-1964, 10-11-1964

Colonel Schellman 10-11-1964, released 10-11-1964.

10-11-1964

10-11-1964, 10-11-1964

CREDITS FOR 'QUEEN FOR A DAY' ON THE NBC-TV NETWORK

TITLE: "Queen for a Day"

TIME: NBC-TV Network, Monday through Friday,  
2-2:30 p.m. EDT.

ORIGINAL STARTING DATE: Jan. 3, 1955 on NBC-TV Network (previously  
on radio from 1945 to 1955)

HOST AND STAR: Jack Bailey

FORMAT: Panel of judges reads all the "wish" cards  
turned in by women in the audience.  
Twenty-one are picked for consideration.  
From these, four are selected to be  
interviewed. Each candidate tells her  
story to emcee Jack Bailey. Audience  
picks winner by applause. Winner is  
crowned "Queen for a Day," receiving  
valuable gifts, plus having "wish"  
granted.

PRODUCER: Bill Burch

ANNOUNCER: Gene Baker

DIRECTOR: Elbert Walker

FASHION COMMENTATOR: Jeanne Cagney

ASSOCIATE PRODUCER: Ed Kranyak

PRODUCTION MANAGER: Jim Eskilson

UNIT MANAGER: Dic Steele

COMMERCIAL UNIT MANAGER: Jim Hathaway

TRAVEL DIRECTOR: Betty White

FASHION COORDINATOR: Diane Sproull

(more)



2 - Credits for 'Queen for a Day'

CONTINUITY DIRECTOR: William Lutz

MERCHANDISING HEAD: Gary Smith

PACKAGER: Queen for a Day, Inc.

SPONSORS AND AGENCIES: The Alberto-Culver Company (Wade  
Advertising, Inc.); Miles Laboratories,  
Inc. (Wade Advertising, Inc.);  
Chesbrough-Pond's Inc. (J. Walter  
Thompson Company); Congoleum-Nairn, Inc.  
(Keyes, Madden and Jones Advertising);  
The National Biscuit Company (McCann-  
Erickson, Inc.) and Reddi-Wip Inc.  
(D'Arcy Advertising Company).

ORIGINATION: Moulin Rouge Restaurant, Hollywood, Calif.

NBC PRESS REPRESENTATIVES: Rolf Gompertz (Hollywood)  
Stan Appenzeller (New York)

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NBC-New York, 9/28/59







# TRADE NEWS

2 COPIES X-H

September 29, 1959

## NBC-TV SPECIAL PROGRAMS OPERATION

### SWINGS INTO PEAK PRODUCTION

- - -

20 Presentations of the 1959-60 Season Already Taped; Nine Members  
Of Program Department Staff Assigned to Specials' Supervision

With taping completed on 20 specials to be telecast on the NBC Television Network during the 1959-60 season, and nine more slated for taping within the next few weeks, NBC-TV's Special Program operation has swung into a peak of full production activity.

Pointing out the considerable expansion in the area of specials at NBC, Herbert Sussan, Director of Special Programs, announced today that nine members of the Program Department staff in New York and Hollywood have been assigned to NBC-TV specials' supervision.

"A little more than a year ago," Mr. Sussan explained, "Special Programs was a one-man job. Our scope of production at NBC this season, however, has necessitated the designing of a full-scale production plan."

Taping of special programs in color is now in progress by NBC-TV in every color-equipped studio in both New York and Hollywood, Mr. Sussan said.

As Director of Special Programs, Mr. Sussan has over-all responsibility for the administration, supervision and procurement of all special programs.

(more)



Reporting to him in New York are Arch Robb, Manager, Special Programs; Milt Myers, responsible for supervision of "Sunday Showcase" and Friday night specials; and Joseph Cunneff, Manager, Nighttime Program Operations, specifically responsible for supervising the "Hallmark Hall of Fame" and "Our American Heritage" specials.

The programs in the Ford "Startime" series of specials are under the supervision of Alan Courtney, Vice President, Nighttime Programs.

In the Hollywood operations, Hal Kemp, Director of Live Nighttime Programs, supervises all specials taped or telecast live from West Coast facilities.

Reporting to Mr. Kemp are Karel Pearson, Norman Morrell and George Schlatter, all of whom are managers in Nighttime Program Operations from the West Coast.

"In Special Programs, NBC-TV even now is looking ahead," Mr. Sussan said. "The procurement and development of specials for the 1960-61 season are already in progress."

-----O-----

NBC-New York, 9/29/59





THEODORE ZAER APPOINTED MANAGER OF NBC TELESales

Theodore Zaer, Director of Business Affairs, NBC Radio Network, has been appointed Manager of NBC TeleSales, effective immediately. He will report to James G. Hergen, Director of TeleSales.

With NBC since 1930, Mr. Zaer is a graduate of New York University's School of Commerce. In 1933, he was assigned to NBC's Finance Department and in 1941 went to the Blue Network Company for a year to assist in setting up a finance department there.

In 1950, he became controller of the NBC-owned flagship stations, WNBC and WNBT (now WRCA and WRCA-TV). In 1952, he was promoted to Director, Business Affairs, for the radio network and was responsible for establishing financial policies in these areas.

Mr. Zaer is married and lives with his wife and three children in the Bronx.

-----O-----

NBC-New York, 9/29/59





SPOT SALES

# News

WILBUR M. FROMM IS APPOINTED MANAGER OF NEW BUSINESS  
AND PROMOTION DEPARTMENT OF NBC SPOT SALES

Appointment of Wilbur M. Fromm as manager of the New Business and Promotion Department of NBC Spot Sales was announced today by Richard H. Close, Director of NBC Spot Sales.

Mr. Fromm joined NBC as Television Promotion Supervisor in March, 1954, and became manager of advertising and promotion for NBC Spot Sales in April, 1955. Before coming to NBC, he was assistant advertising manager of the New York Journal-American from 1950 to 1954 and earlier was with the advertising department of Newsweek.

He was born in New York City on June 7, 1924. After Army service in World War II, he was graduated from the University of Illinois School of Journalism with a B. A. degree in 1948. He lives in Roslyn, L. I., with his wife and three children.

-----O-----

NBC-New York, 9/29/59





September 29, 1959

'MEET CYD CHARISSE' ON 'FORD STARTIME'

- - -

Tony Martin and Eve Arden to Co-Star With  
Dancer-Actress in Colorcast Musical Revue

Dancer-actress Cyd Charisse will star in her first TV special, with her husband, singing star Tony Martin, and comedienne Eve Arden as co-stars in "Meet Cyd Charisse," a musical revue colorcast on the NBC-TV Network's "Ford Startime" Tuesday, Dec. 29 (9:30-10:30 p.m. EST), Hubbell Robinson, executive producer, announced today.

Mr. Robinson, whose company, Hubbell Robinson Productions, Inc., is producing the series of the biggest colorcast specials ever presented on TV for one sponsor, the Ford Motor Company, also announced that "Meet Cyd Charisse" will be produced and directed by Jack Donahue.

Miss Charisse, a former dancer with the Ballet Russe de Monte Carlo, rose to fame as a dancer and actress in a succession of motion pictures including "Silk Stockings," "Till the Clouds Roll By," "Words and Music," "Singing in the Rain," "Always Fair Weather," "On an Island with You," "Bandwagon," "East Side, West Side" and "Brigadoon." On NBC-TV, she has performed on "The Milton Berle Show," "The Steve Allen Show" and "Wide Wide World."

Martin, an established star of motion pictures and nightclubs, has made many radio and television appearances. His recordings on the

(more)





2 - 'Meet Cyd Charisse'

RCA Victor label have placed him among the top 10 of the nation's popular singers.

Miss Arden was an outstanding comedienne of motion pictures, radio and Broadway musicals before she became one of the country's most popular television stars in the title role of the "Our Miss Brooks" comedy series.

Donahue has been associated with many of Miss Charisse's musical films at MGM. He is also producer-director for another "Startime" presentation, "The Dean Martin Show," which will guest-star Frank Sinatra and Mickey Rooney, to be colorcast on NBC-TV Tuesday, Nov. 3 (9:30-10:30 p.m. EST).

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NBC-New York, 9/29/59





## FEATURE

### RECOLLECTIONS OF A PREMIER PERFORMANCE

WASHINGTON, Sept. 29 -- Soviet Premier Nikita S. Khrushchev was invited by William R. McAndrew, Vice President, NBC News, to stay after his address on the NBC-TV Network Sunday night and watch a video tape playback of the colorcast in the NBC Studios in Washington. Mr. Khrushchev declined. "It is bad to watch yourself afterward," he explained. "You may see something that you would like to have changed."

\* \* \*

Before the telecast, Mr. McAndrew asked Mr. Khrushchev what he thought of the weather in Washington. "The Chinese have an expression," the Premier replied. "They say that if you can live in Hankow you can live in a stove."

\* \* \*

Director Charles O. Jones spent several hours shopping for just the right decanter to be placed in front of Premier Khrushchev during his address on the NBC-TV and NBC Radio Networks Sunday. A few minutes before the telecast was to start, Soviet security guards walked into the studio in Washington, spotted the decanter, removed it from the desk and put it out of sight.

-----O-----

NBC-New York, 9/29/59





CREDITS FOR 'THE GREATEST SHOW ON WATER' ON NBC-TV NETWORK

PROGRAM: "The Greatest Show on Water"

TIME: NBC-TV Network, Sunday, Oct. 4 preceding  
World Series coverage (time to be  
announced)

FORMAT: A half-hour program, filmed at Cypress  
Gardens, Fla., featuring exciting  
exhibitions by world champion water-  
skiers.

HOST: Bud Collyer

PROGRAM PERSONALITIES: Nancie Rideout, national women's ski  
champion; Simone Khoury, world  
champion slalom artist. Mike Osborne,  
national men's ski champion; Buster  
McCalla, prize-winning water ski  
jumper; Willa McGuire, champion water  
skier and originator of ballet on water.

PRODUCER: Henry Ushijima

DIRECTOR: Richard Matt

WRITER: Jack Camp

EDITOR: John Gibbs

PHOTOGRAPHY: Henry Ushijima and Andrew Costikyan

SPONSOR AND AGENCY: Johnson Motors Corporation through J.  
Walter Thompson Company

NBC PRESS REPRESENTATIVE: Stan Appenzeller, New York

-----O-----

NBC-New York, 9/29/59



CREDITS FOR 'LAW OF THE PLAINSMAN,'  
NEW SERIES ON NBC-TV NETWORK

TITLE: "Law of the Plainsman"

TIME: NBC-TV Network, Thursdays, 7:30-8:30 p.m.  
EDT.

PREMIERE DATE: Thursday, Oct. 1, 1959

FORMAT: Stories about an Apache Indian who serves as  
a deputy U. S. marshal, solving crimes in  
the New Mexico Territory of 1885.

STAR: Michael Ansara

OTHER REGULAR CAST  
MEMBERS: Dayton Lummis as Marshal Morrison, Gina  
Gillespie as Tess, Nora Marlowe as Martha.

PREMIERE SHOW: "Prairie Incident"

CAST (PREMIERE ONLY): Richard Devon as Varga, Harry Swoger as Hobey  
Jarrod, William D. Gordon as Deke, Pat  
O'Malley as the old man.

EXECUTIVE PRODUCERS: Levy-Gardner-Laven

PRODUCER: Peter Packer

DIRECTOR (PREMIERE): Douglas Heyes

WRITER (PREMIERE): Harry Kronman

PRODUCTION SUPERVISOR: Jack Sonntag

EDITORIAL SUPERVISOR: Bernard Burton

SUPERVISING ART DIRECTOR: Bill Ross

MUSIC SUPERVISION: Herschel Burke Gilbert

SCORE COMPOSED BY: Leonard Rosenman

ASSOCIATE PRODUCER: Arthur H. Nadel

DIRECTOR OF PHOTOGRAPHY: Glen MacWilliams, A. S. C.

PRODUCTION MANAGER: Bruce Fowler Jr.

ASSISTANT DIRECTOR: Lloyd Allen

(more)



2 - Credits for 'Law of the Plainsman'

EDITED BY (PREMIERE): Milton Shifman  
ART DIRECTOR: Gibson Holley  
MUSIC EDITOR: Sid Sidney  
SOUND EFFECTS: Milton C. Burrow  
SET DECORATION: Jack Briggs  
MAKE-UP ARTIST: Karl Herlinger  
WARDROBE BY: Robert B. Harris  
SOUND: Frank Wilkinson  
PRODUCER'S ASSISTANT: Marian Carpenter  
CASTING: Stalmaster-Lister  
SPONSORS (AND AGENCIES): Renault, Inc. (Kudner Agency Inc.), Sunshine  
Biscuit Co. (Cunningham and Walsh, Inc.)  
and the Ansco Division of General Aniline  
and Film Corp. (Benton and Bowles, Inc.).  
NBC PRESS REPRESENTATIVES: Doug Gordon, Hollywood, Al Cammann, New  
York.

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NBC-New York, 9/29/59







# TRADE NEWS

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September 30, 1959

'THE LOUIS JOURDAN TIMEX SPECIAL'

- - -

Jerry Lewis Is Special Guest Star of Timex Watches Variety Hour  
Emceed by Jourdan and Presenting Abbe Lane, Xavier Cugat,  
Bobby Darin, Jane Morgan on NBC-TV Wednesday, Nov. 11

Jerry Lewis will be the special guest star of "The Louis Jourdan Timex Special," a full-hour variety show emceed by Jourdan and starring Abbe Lane, Xavier Cugat, Bobby Darin and Jane Morgan Wednesday, Nov. 11 on the NBC-TV Network (10-11 p.m. EST).

The TV special, sponsored by Timex Watches (through Doner and Peck, Inc.) will originate live from the Americana Hotel in Miami, Fla.

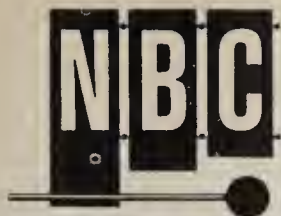
Larry White will produce the telecast and Frank Satenstein will direct. Satenstein was formerly director of "The Jackie Gleason Show."

Harry Sosnik is the musical director and June Taylor will stage the show.

Writers are Mel Tolkin, formerly Sid Caesar's head writer; Sid Zelinka, who previously was with Phil Silvers, and Lyn Duddy, who worked on "Your Hit Parade."

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## TRADE NEWS

September 30, 1959

'SABER OF LONDON' STARTING THIRD NBC-TV SEASON

- - -

Sterling Drug Is Sponsor of Sunday Detective Series

Resuming Oct. 11 with Donald Gray in Title Role

"Saber of London," detective series starring Donald Gray in the role of Mark Saber, returns for its third season on the NBC-TV Network Sunday, Oct. 11 (6:30 p.m. EDT.)

The half-hour series, filmed in London, follows the adventures of Saber, a British private detective.

In the new season's premiere drama, "Under Suspicion," Saber investigates a series of petty burglaries in an effort to clear a young London bobby, who is suspected by Scotland Yard as being the robber. Employing a radio car, Saber manages to apprehend the real criminals. Others in the cast are Robert Arden as Bob Page, Saber's assistant; Kenneth Edwards as Fred Redell, and Howard Lang as Jim Redell, the bobby under suspicion.

"Saber of London" is produced by Harry Lee and Edward J. Danziger. It is sponsored by Sterling Drug, Inc. through Dancer-Fitzgerald-Sample, Inc.

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NBC TELEVISION NETWORK



NEWS

September 30, 1959

'SUNDAY SHOWCASE'

REGINALD ROSE TWO-PART DOCUMENTARY DRAMA BASED ON SACCO-VANZETTI CASE  
WILL BE PRESENTED ON 'SUNDAY SHOWCASE' TELECASTS OF MAY 22 AND 29

NBC-TV Network's "Sunday Showcase" will present a two-part documentary drama by Reginald Rose based on the Sacco-Vanzetti case, it was announced today by Robert Alan Aurthur, executive producer. The drama, as yet untitled, will be telecast on Sundays, May 22 and 29, 1960 (8-9 p.m. NYT).

The "Sunday Showcase" drama will dip into history for a look at the famous case of the 1920's, the effects of which reverberated around the world.

Nicola Sacco, a factory hand, and Bartolomeo Vanzetti, a fish peddler, were executed in Massachusetts in 1927 for a payroll holdup-murder in 1920. Many maintained the men were victims of the times, and that the jury was prejudiced because of Sacco's and Vanzetti's political leanings.

Reginald Rose is one of TV's leading playwrights. He is the author of the memorable TV dramas, "Twelve Angry Men," "Tragedy in a Temporary Town," "Crime in the Streets," "The Defender" and "A

(more)



2 - 'Sunday Showcase'

Quiet Game of Cards." He won an Emmy Award for "Twelve Angry Men," and was nominated for an Oscar Award for the screenplay of the same drama.

His most recent contribution to television is the script for "A Tribute to Eleanor Roosevelt on Her Diamond Jubilee," which will be on NBC-TV "Sunday Showcase" telecast Sunday, Oct. 25 (8-9 p.m. NYT).

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NBC-New York, 9/30/59



COLORCAST SERIES

STEPHEN LONGSTREET TO BE STORY CONSULTANT OF 'THE BLUE AND THE GRAY'

- - -

Noted Writer and Civil War Authority Is Signed for NBC Full-Hour  
Weekly Colorcasts Starting in the Fall of 1960

Stephen Longstreet, distinguished American writer and Civil War authority, has been signed as story consultant for "The Blue and the Gray," a weekly full-hour NBC colorcast series beginning in the Fall of 1960, it was announced by David Levy, Vice President, NBC Television Network Programs and Talent.

Longstreet, a member of the Centennial Committee on the Civil War (along with Carl Sandburg, Bruce Catton, Irving Stone and others), and whose novel "Gettysburg" is to have a Spring, 1960, publication, will work directly with the roster of top writers and directors engaged to work on the NBC production, Mr. Levy said.

The series will be based on Henry Steele Commager's two-volume "The Blue and the Gray" which contains some 450 authentic narratives about the people who witnessed or fought the Civil War. It will also draw from a wealth of other literature which chronicles the 1861-1864 period of American history including obscure journals, diaries, letters, books and local periodicals and other more readily accessible works.

Characters in the 39 teleplays will be average people caught in the conflict, ranging from the officers who planned battles to the privates who fought them, the foreign observers and correspondents who roamed the battlefields at will, the surgeons, nurses, songwriters, guerillas, blockade runners, statesmen, chaplains -- and their families.

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Mr. Levy said that the authenticity in the stories, as well as a strong accent on human interest will be paramount in the productions. He said that some of the characters would be fictional, but placed against actual situations and in moments of especial significance in the war.

As novelist, dramatist, screen writer and artist, Mr. Longstreet enjoys a widely diversified career. He started out as an artist, studying and working in Paris with the famed painter Bonnard in 1929. Later he worked as writer and artist for the New Yorker, Saturday Evening Post and Collier's magazines. He has written nearly two dozen books, among them the novels "The Pedlocks," "Beach Hours" and "The Promoters." He is also a former editor of Time magazine.

His Broadway musical play, "High Button Shoes," won for him the Billboard "Best Play of the Year" Award in 1948, and his screenplay, "The Jolson Story," won him the Photoplay Gold Medal Award. He also wrote "Duel in the Sun" for David O. Selznick.

As a professional painter, he has also received many important awards, and he has exhibited at museums in San Francisco, Los Angeles, St. Louis and at the museum of Modern Art in New York.

He is an avid world-traveler, having recorded some of his adventures in the best-seller, "The World Revisited."

The Longstreets live in Beverly Hills, Calif., surrounded in their home by famous collections of Chinese and Japanese art. Mr. Longstreet also has one of the few complete sets in existence of Matthew Brady photographs of the Civil War made from the original negatives. Mr. Longstreet's wife Ethel is also a professional writer. They have a son, Harry who is studying television directing, and a married daughter, Mrs. Kenneth Tanney.

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September 30, 1959

Attention, Sports Editors

NBC TO TELECAST FIRST ARMY-AIR FORCE ACADEMY  
FOOTBALL BATTLE IN EASTERN REGIONAL AREA

The Army-Air Force Academy football game at Yankee Stadium in New York on Saturday, Oct. 31 will be televised in the Eastern regional area by NBC-TV, it was announced jointly today by Asa S. Bushnell, commissioner of the Eastern College Athletic Conference, and Tom S. Gallery, NBC Sports Director.

TV time will be 1:45 p.m. EST, 15 minutes before kickoff.

Mr. Bushnell and Mr. Gallery said the tremendous interest in the first gridiron battle between the two service academies prompted the early announcement of plans to televise the game in the East. West Point officials this week announced the game already is a sell-out. The capacity of Yankee Stadium is 66,000.

As an Eastern regional telecast, the game will be seen in National Collegiate Athletic Association Districts 1 and 2, which include the New England and Middle Atlantic states. NBC-TV will present regional gridcasts in the East also on Oct. 10 and Nov. 14.

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September 30, 1959

Attention, Sports Editors

NBC-TV NETWORK TO COLORCAST ENTIRE WORLD SERIES

- - -

JACK BRICKHOUSE AND VINCE SCULLY ARE TV COMMENTATORS;

MEL ALLEN AND BYRUM SAAM SPORTSCASTERS

FOR COVERAGE ON NBC RADIO NETWORK

Jack Brickhouse and Vince Scully on television, and Mel Allen and Byrum Saam on radio, will be the commentators for NBC's dual coverage of the 1959 World Series between the Chicago White Sox and Los Angeles Dodgers, starting Thursday, Oct. 1, it was announced today by Baseball Commissioner Ford C. Frick.

NBC-TV will colorcast the entire Series. TV and radio coverage will start each day at 12:45 p.m. local time, 15 minutes before game time. This would be 1:45 p.m. EDT for Chicago games and 4:45 p.m. EDT for Los Angeles games. A 15-minute "World Series Warmup" show will be presented on NBC-TV each day 30 minutes before game time.

The Series broadcasting team includes sportscasters for both pennant winners. Brickhouse announces White Sox games and Scully reports the doings of the Dodgers. Allen is a TV and radio commentator for the New York Yankees, and Saam is a Philadelphia Phillies' announcer.

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2 - 'World Series'

The Dodgers' playoff victory yesterday (Sept. 29) gained them their fifth National League pennant in eight years -- the other four, of course, when they were in Brooklyn -- and brings a World Series to Los Angeles in the city's second year of major league baseball. This is the first time since 1919 that the White Sox are in the diamond classic as the American League champions.

Chicago's Comiskey Park will be the scene of the first two Series games on Oct. 1 and 2. Games three, four and (if necessary) five will be played in the Los Angeles Coliseum on Oct. 4, 5 and 6. If games six and seven are needed to decide the best-four-of-seven competition, they will be played in Chicago on Oct. 8 and 9. The schedule allows for open days on Oct. 3 and 7 when the Series shifts parks.

The World Series colorcasts will be produced by Perry Smith and directed by Harry Coyle. Paul Jonas will direct the radio broadcasts. NBC's TV and radio coverage is a feature of the "Gillette Cavalcade of Sports" series.

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NBC-New York, 9/30/59

